

EXECUTIVE SUMMARY

This Neighborhood Action Plan (NAP) is the product of committed community planning efforts by the Parrish Village citizens and Manatee County Neighborhood Services Department. The two joined forces to coordinate a citizen-driven improvement effort using the neighborhood action plan process. The NAP includes three primary goals: economic/business development, placemaking, and infrastructure improvements. The goals are described below. Additional details and strategies to implement the goals may be found in the Implementation section of this plan.

Neighborhood Action Plan - Development and Redevelopment Goals

Goal 1: ECONOMIC DEVELOPMENT

To identify areas which are established as major centers of suburban/urban activity and are limited to areas with a high level of public facility availability along functionally classified roadways. Also, to provide incentives for, encourage, or require the horizontal or vertical integration of various residential and non-residential uses within these areas, achieving internal trip capture, and the development of a high-quality environment for living, working, or visiting.

Employment Opportunities

It is important to provide viable locations for appropriate employment activities.

Public/Private Partnerships

A public-private partnership should be created to coordinate and facilitate the comprehensive redevelopment of Parrish Village. The purpose of the public-private partnership will be to provide clear and coordinated leadership in the implementation of the concept plan, capitalize on public and private resources, seek State and federal funding, work with existing and future businesses and developers in the study area, and to systematically support and guide the development process.

Goal 2: PLACEMAKING

To identify areas which are established for a moderate density urban residential environment. Also, to provide for a complement of residential support uses normally utilized during the daily activities of residents of these urban areas.

Placemaking (Creating a Place) - In addition to thinking about a Master Planned Development program for the Parrish Village Main Street and Parrish Village Central Park, it is also important to placemaking to create a destination. This typically requires a combination of creating great public spaces along with programming to bring those spaces to life. Ideas such as hosting arts and crafts fairs, antique fairs, swap meets, farmers markets, and other celebrations around the historic station, Parrish Village Main Street, Parrish Village Central Park and within the proposed Academic Cluster Corridor will help

create a destination versus merely a place to drive. It is important to think in terms of both public spaces and events/programs to make the area an interesting destination and important neighborhood as opposed to a place people pass through on their way elsewhere.

Retail - Currently, the study area does not have enough households to support extensive retail development. As residential development occurs, the opportunity to develop neighborhood oriented retail increases. This opportunity is enhanced to the degree that a higher density traditional neighborhood development like the ones currently approved for the area to capitalize on its unique location.

This retail would likely serve as a village center and focal point for Parrish Village, as well as serve the surrounding community. As the residential and other development grows to critical mass over time there will be sufficient demand for community-oriented retail, such as a drug store, grocery store, dry cleaners, barber shop, restaurants, other neighborhood and convenience retail. Today the focus should be more on convenience retail.

Office - Office oriented employment is concentrated in just a few submarket areas of the County, typically in close proximity to executive housing and major retail centers. Because of the Parrish Village's more rural location away from major employment centers, it is unlikely that recently approved developments will dramatically alter this dynamic; however, some small scale locally serving office space may be supportable long term, such as real estate offices, banks, doctor/dentist, and other locally serving, population driven space. The potential for office space demand will increase with implementation of the proposed Academic Cluster and development of the State College of Florida Campus, and local workforce agencies.

Parrish Village Main Street

- Improve pedestrian amenities;
- Encourage a land use pattern that promotes accessibility by all forms of transportation; and,
- Encourage a road, sidewalk and pathway network that provides safety for all users.
- Attract new businesses to the area, which will serve residents' retail and service needs.

Parrish Village Main Street: Shopping District – An area set aside for larger format convenience and service based commercial activities that demand high visibility and access.

Parrish Village Main Street will be a concentrated cluster of neighborhood-oriented retail stores and services located along U.S. 301, which allows for the efficient movement of

traffic within and through the area without being over intensive and degrading the village character.

Parrish Village Central Park

- Protect the natural environment;
- Incorporate key natural features; and,
- Establish partnerships and programs with the local YMCA. The concept plan for

Parrish Village Central Park: Green Space / Recreation District – The area adjacent to the pro-proposed “Central Park”, a variety of public spaces are connected to Neighborhood Retail Uses & Personal Service Uses, recreational facilities, with proximity to residential uses consisting of a diverse mix of housing types.

Parrish Village Central Park creates open spaces that enhance the appearance of the study area and provide active and passive recreational opportunities for residents, workers and visitors will provide Parrish Village residents a few items on their priority list, such as completing the network of greenways that are connected by pedestrian sidewalks. The completion of this planned network is contemplated in the County’s masterplan for parks and will ensure recreational access for all Parrish Village residents.

Parrish Village Academic Cluster Corridor

To recognize the unique cluster of academic facilities and use them in tandem with the natural Parrish Village environment to create significant regional and local partnerships to create lands, historic sites, and other areas for the preservation of cultural and recreational amenities

Improved Development Opportunities for Medium Density & Diverse Residential Uses

- Encourage compact urban development forms that are pedestrian oriented and promote community interaction;
- Boost development densities in locations that could support the efficient and effective operation of a public transit system (long term goal); and,
- Much of the project area is underutilized in terms of “highest and best” land uses.

While higher densities are recommended for certain areas of the Parrish Village study area, the treatment of the “transition edges” should be consistent with the Land Use Operative Provisions (Appendix E), and sensitive to existing residential neighborhoods.

Goal 3: INFRASTRUCTURE IMPROVEMENTS

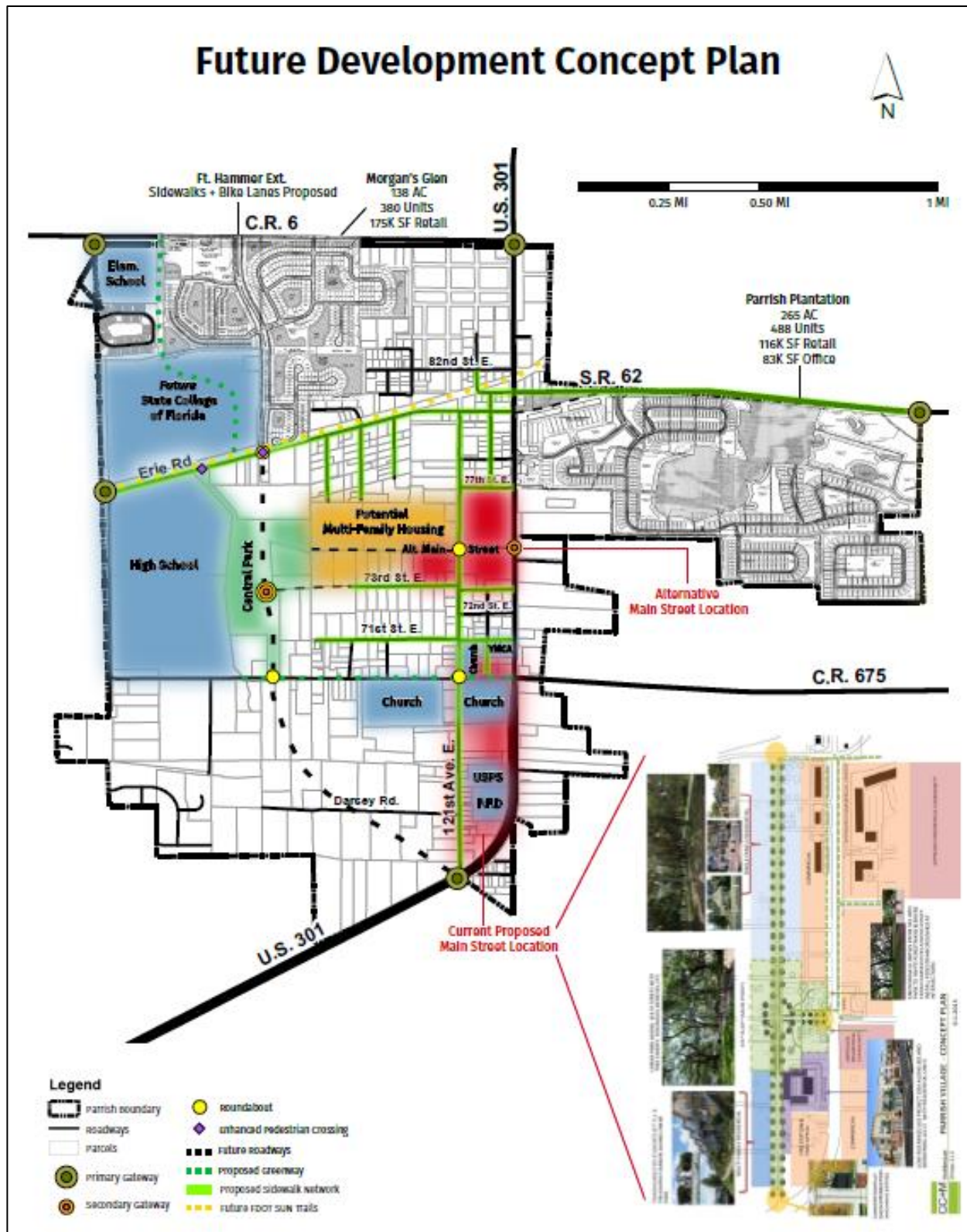
It is critical to ensure that all development occurs as urban water and sanitary sewer services are online, and to maintain a viable stormwater management system. The County has several projects planned for the growth that is anticipated in – and adjacent to the study area. This includes the Ft. Hamer Road extension that will be enhanced with bike

lanes, sidewalks on both sides of the street, and landscaping. The realignment of Erie Road at S.R. 62 includes upgraded design standards required by FDOT.

Certain capital projects will be essential to realizing the vision established in the conceptual plan, including the following:

- Ft. Hamer Road Extension
- Water and Sewer Infrastructure, including installation of gravity sewer during Willow Trail Construction
- Approved Development Projects
- Erie Road Realignment at S.R. 62
- State College of Florida Site
- Conceptual Roadways
- Anchor Development Projects
- Central Park Site
- Pedestrian Connectivity

Mobility Infrastructure - Residential densities higher than those in the surrounding neighborhood would be required to support improved public transit in the Parrish Village study area. Market analysis continues to show that preferences are changing, and more and more people want to live in neighborhoods with walkable amenities. Walkability and connectivity also can help address some of the safety concerns for pedestrians in the area. Currently, however, there is little consideration for non-motorized uses.



INTRODUCTION

This Neighborhood Action Plan is the product of committed community planning efforts by the Parrish Village citizens and Manatee County Neighborhood Services Department. The two joined forces to coordinate a citizen-driven improvement effort using the neighborhood action plan process.

The Neighborhood Action Plan (NAP) is designed to identify key planning issues in the study area and develop recommendations to address the issues – using input from the residents and property owners of the area. This NAP also provides a redevelopment concept plan that contains residential and business-specific strategies.

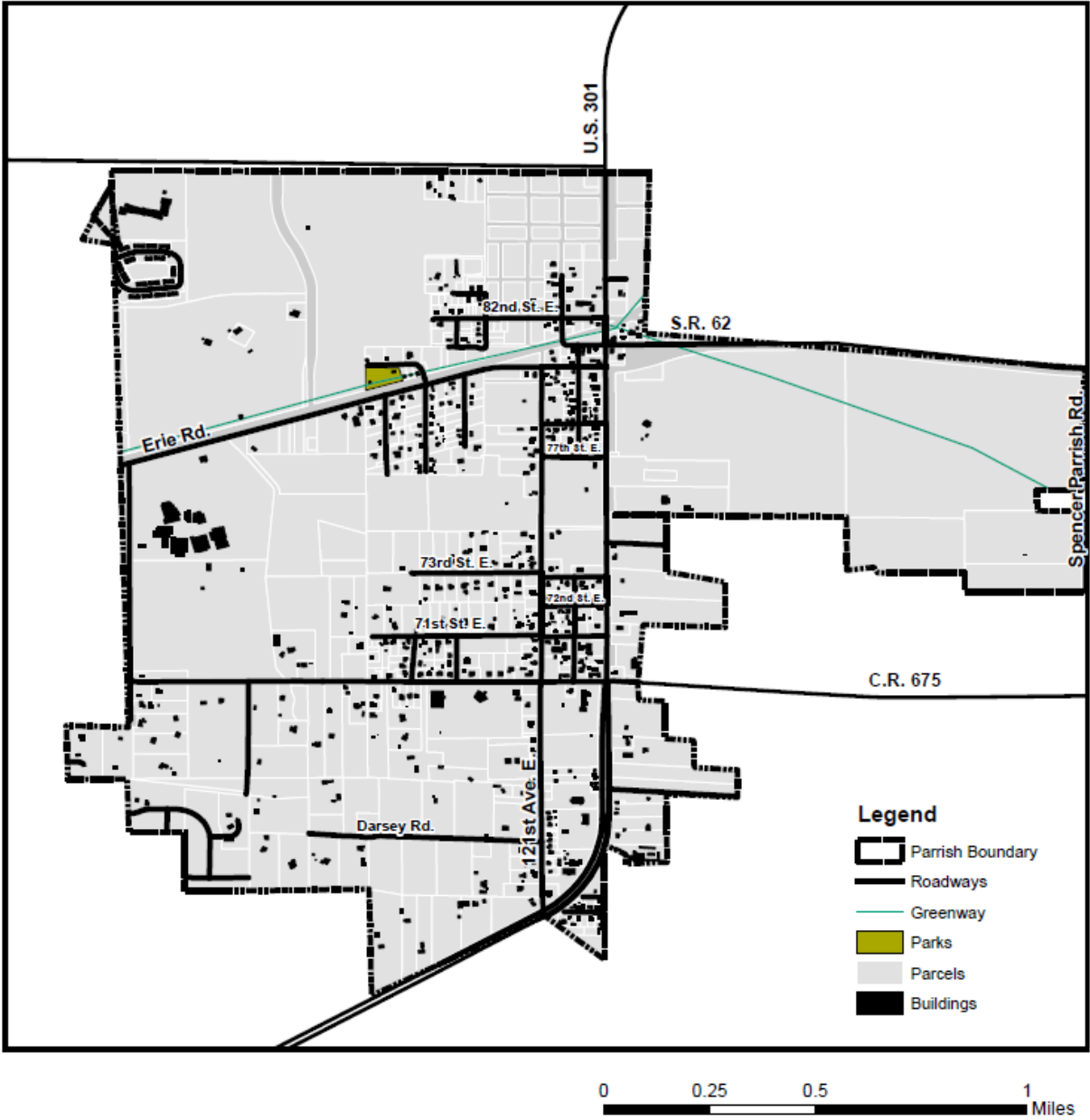
The NAP provides a Parrish Village profile at the beginning of this document by defining the study area boundaries, summarizing the Parrish Village history, describing existing conditions, and listing structural and environmental conditions within the area. The existing conditions section provides information about existing land use, future land use, zoning, local planning policies, and planning documents related to Parrish Village. The report then continues with an overview of the socio-economic data for the area including, population and related trends, educational attainment, public safety, and housing statistics. An analysis of the area's market and trade conditions are also provided, along with a summary of the interviews conducted with area stakeholders identified by Manatee County.

The report ends with a recommended redevelopment concept plan, which is the culmination of the technical analyses performed by the consultant, a review of current County policies and regulations, and input received from Parrish Village residents and business owners regarding their vision for the area.

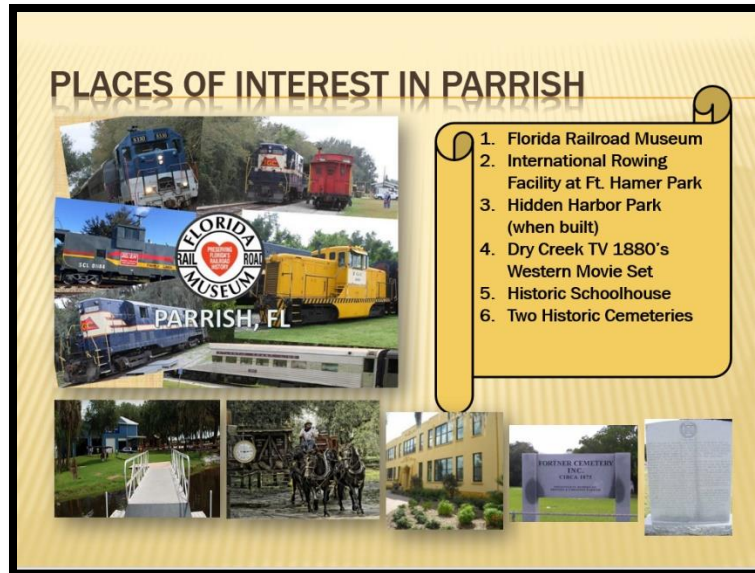
Boundaries and Land Area - The Parrish Village study area is in northwest Manatee County, Florida. For purposes of the NAP, the boundaries of the Parrish Village Neighborhood are generally defined by County Road 6 (C.R. 6) and State Road 62 (S.R. 62) to the North; and, Martha Road to the West. Lexington Drive serves as the southern limit of the study area. Parcels adjacent to U.S. 301 define the extent of the study area boundary on the east, including the site approved as the Parrish Plantation development. In general, the study area is a short drive (20-40 minutes) from downtown Tampa, St. Petersburg, Bradenton and Sarasota.



Parrish Village Study Area



History – Cattlemen and cotton farmers first settled the area, now known as Parrish, in 1850.¹ One of the better known settlers in Manatee County was William B. Hooker who arrived in 1850. He was a cattleman and planter and established his homestead “The Oak Hill Plantation” which is the site of today’s Parrish. He and a partner raised Sea Island cotton. At that time, the Seminole raids were still happening; families were settling at Branch Fort or Camp Manatee. A base camp was formed by twenty-five frontiersmen and it was called Fort Hamer which was considered to be located on the grounds of Hooker’s Plantation.



The next well known settler was Charles A. Turner, who purchased “Oak Hill Plantation” from William B. Hooker in 1866. Charles Turner then deeded the land to his father, Major Iredell Turner in 1867.

In 1868, Crawford Parrish and his wife (Mary Bratcher Vanzant) settled on acreage located on the present US Hwy 301. The couple originally intended to continue cattle ranching from Central Florida; however, Crawford Parrish became a citrus grower soon after their arrival in the area.² The couple purchased “Oak Hill Plantation” in 1869.

Crawford Parrish’s son, Crawford P. Parrish, later became a member of the Florida House of Representatives and petitioned the Federal Government for the area’s Post Office - which was established in 1879.³

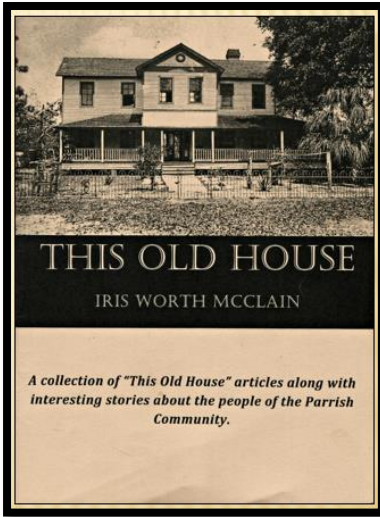
Years later, John Parrish, another of Crawford Parrish’s sons, donated land for the Oak Hill train depot and requested that the name be changed to Parrish. In 1902, a railroad stop was



¹ projectparrish.com

² Sarasota Herald-Tribune, “How Manatee Communities Were Named,” November 23, 1979.

³ projectparrish.com



built along the Seaboard Air Line Railway running from Manatee County to Palmetto.⁴

John Parrish was major in introducing the grapefruit to the area, which became a great way to make a living. With the railroad came prosperity, it opened up shipping of produce by train and steamship. This created the economy for prosperity and the town became a magnet for immigrants looking for a place to raise their families.

Circa 1902, the area was renamed from Oak Hill to Parrish. However, due to a governmental clerical error, the name was actually recorded as “Parish,” until it was corrected in 1950 to Parrish.⁵

Between 1910 and 1929, the Parrish area expanded to support four (4) packinghouses, a bank (later turned into a meat market and general store), a mercantile store, a restaurant, a blacksmith, an ice cream shop, a barbershop, a pool hall, a boarding house, churches, a doctor, and even a skating rink.

The Great Depression hampered the growth of the area as residents moved elsewhere for work, and in 1957, the highway was widened, destroying many buildings in the town.⁶

Parrish still preserves its history with the [Florida Railroad Museum](#), which operates weekend passenger rides round trip from Parrish to Willow.

⁴ Ibid.

⁵ Ibid.

⁶ projectparrish.com

DEMOGRAPHIC DATA

Esri Community Analyst is the primary data source for the demographic data provided in this document, unless otherwise indicated. Countywide comparison data is from the American Community Survey (2012-2016 Five Year Estimates).

Population and Projected Growth - From 2010 to 2018, the study area's population grew slightly more than 20 percent, while Manatee County experienced nearly 13 percent increase in growth from 2010 to 2017. Manatee's rate of growth was more than any other counties in the area for the same time frame. Between 2018 and 2023 the population within the Parrish Improvement Area is expected to increase 40.7 percent, from 1,169 to 1,645 persons. Note that Parrish and the surrounding area is anticipated to grow at a larger rate than Manatee County (11.5%) as a whole, from 2018 - 2023.

Total Population - The areas surrounding the Parrish Improvement Area are expected to experience significant growth as well. The population in a 1-mile radius of the area is projected to increase from 1,672 to 2,330 persons between 2018 and 2023 (a 39.4 percent increase). Within a 3-mile radius, the population is expected to increase from 14,738 in 2018 to 18,477 persons in 2023 (an increase of 25.4 percent). Within a 5-mile radius, the population is expected to grow from 39,875 persons in 2018 to 47,229 persons by 2023 (an increase of 18.4 percent).

The greatest number of area residents moved to the area after 2000—40.3 percent of homeowners moved to their home between 2000 and 2009, 36 percent settled in the area between 2010 and 2014, and 7.2 percent moved in 2015 or later. 8 percent of renters (the largest category) moved to their current dwelling unit between 2010 and 2014.⁷

Age - The median age in Parrish Village is 42.1 years. 21.1 percent of households have a senior aged 65 or above; and, 19.5 percent have children under 14 years of age. The age distribution of those under 18 years of age and those above is expected to remain fairly constant between 2018 and 2023, with a 22.8 percent and 77.3 percent share of the population.

Demographics and Race - The area is expected to see a slight shift in its racial demographic makeup between 2010 and 2023. In 2010, 86.3 percent of residents were White, and 6.9 percent were African American. 1.9 percent of the population identify as multi-racial, and 10 percent of area residents are of Hispanic origin.⁸ By 2018 the White population had decreased to 83.6 percent, the African American population had increased to 8 percent, the multi-racial population had increased to 2.3 percent; and, 12.2 percent of residents identified as Hispanic. By 2023, the White population is expected to decrease to 80.5

⁷ Esri, 2012-2016 American Community Survey

⁸ US Census, 2010.

percent, the African American population is expected to increase to 9.3 percent, and the Hispanic population is expected to increase to 14.7 percent.

Generational Trends - Comparing the age cohorts on the basis of generations, the age distribution is fairly equal across Generation Z, Millennials, Generation X, and Baby Boomers. 2.2 percent of the area population is a part of Generation Alpha (born 2017 or later), 23 percent belong to Generation Z (those born between 1999 and 2016), 19.3 percent are considered Millennial (those born between 1981 and 1998), 20.9 percent belong to Generation X (those born between 1965 and 1980), 23 percent are Baby Boomers (those born between 1946 and 1964), and 11.5 percent are part of the Silent and Greatest Generations (those born 1945 or earlier).

Gender - The median age of males and females is not significantly different, although the median female age is 40.8 years, compared to 39.9 years for males. Similarly, females age 18 and above represent 77.7 percent of the female population, and males age 18 and above represent 76.9 percent of the population.

EXISTING CONDITIONS



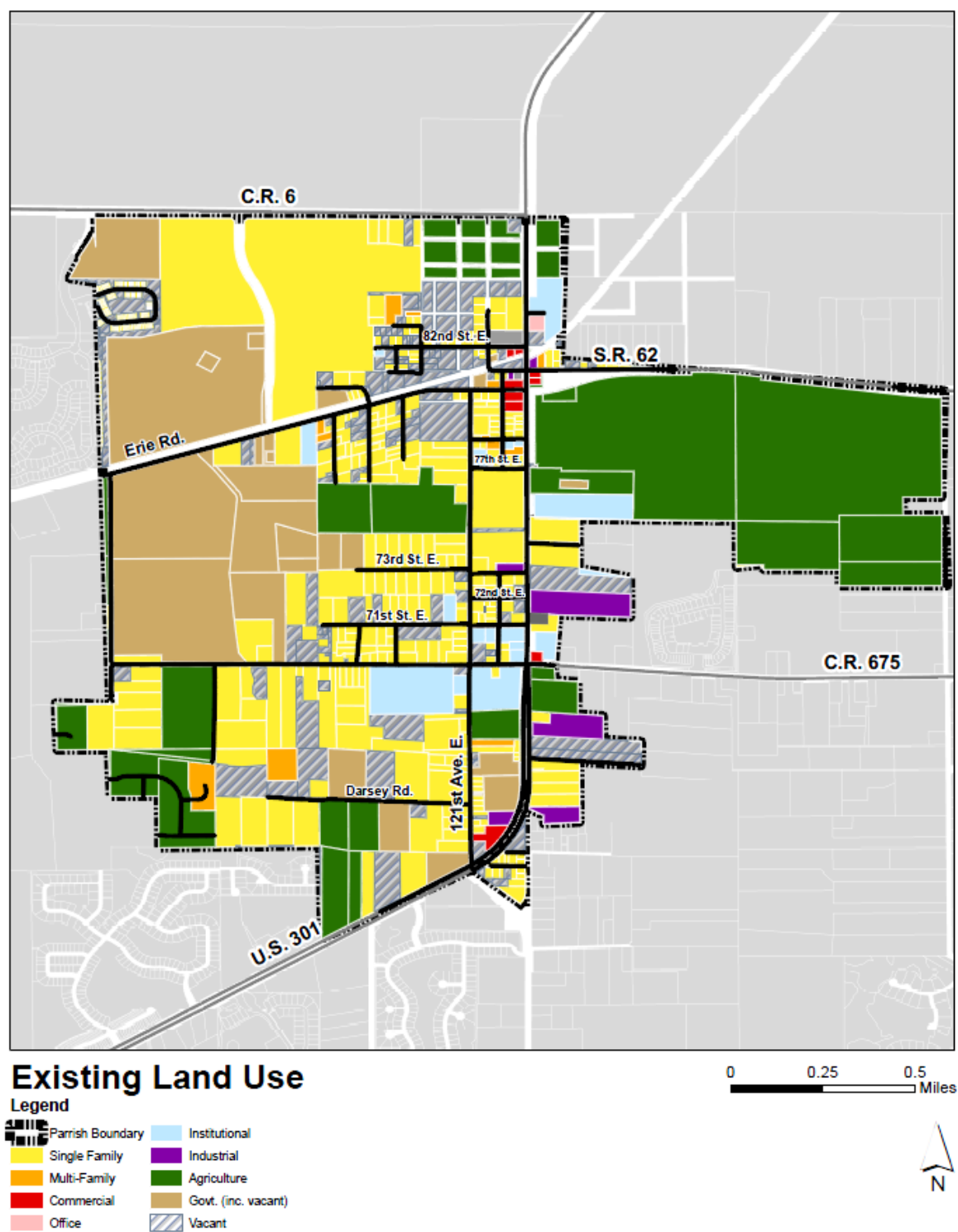
Current/Existing Land Use - The Existing Land-Use Map on the following page illustrates the land uses that currently comprise the Parrish Village study area.

The most dominant existing land use, as determined by Manatee County Property Appraiser Land Use Code, is agricultural representing approximately 40% of the study area's land area. Single family residential and government owned land comprise approximately 25% and 19% of the Parrish study area, respectively. Existing commercial and office uses equate to 0.4% of the total acreage in the study area; and, the current zoning and Future Land Use designations do not permit mixed land uses within the study area boundaries. The limited range of existing land uses within the study area substantiates the frustrations expressed by stakeholders concerning the lack of restaurants and retail uses.

Table 1: Existing Land Use Acreage

Existing Land Use Category	Number of Parcels	Total Acres	% of Total Study Area
Single Family Residential	442	527.57	25%
Multi-Family Residential	15	17.16	0.8%
Commercial	12	7.9	0.4%
Office	1	0.86	0.04%
Agricultural	32	862.20	40.8%
Institutional / Community	21	67.15	3.2%
Government-Owned (including vacant)	30	400.71	19%
Industrial	12	31.10	1.5%
Vacant	141	193.2	9.1%
Other Categories	-	4.15	-
Total		2,112 AC	100.00%

Source: Manatee County Parcel Data (2018)



Current Zoning – Zoning regulates the use of land, building height, building location, parking, open space requirements, and density or intensity of a permitted use. Manatee County manages development and zoning regulations using an ordinance that establishes various zoning categories for residential, industrial, commercial and office uses. There are four (4) zoning district classifications within the study area, which include:

Neighborhood Commercial Medium District (NC-M). The purpose of this district is to provide for limited retail uses, personal services and offices in free-standing parcels or small shopping centers to serve residential neighborhoods. This district shall only be applied at appropriate locations to supply the daily retail and service needs of such neighborhoods. This district may also facilitate mixed-use, including attached dwellings, multi-family residential, within Urban Corridors.

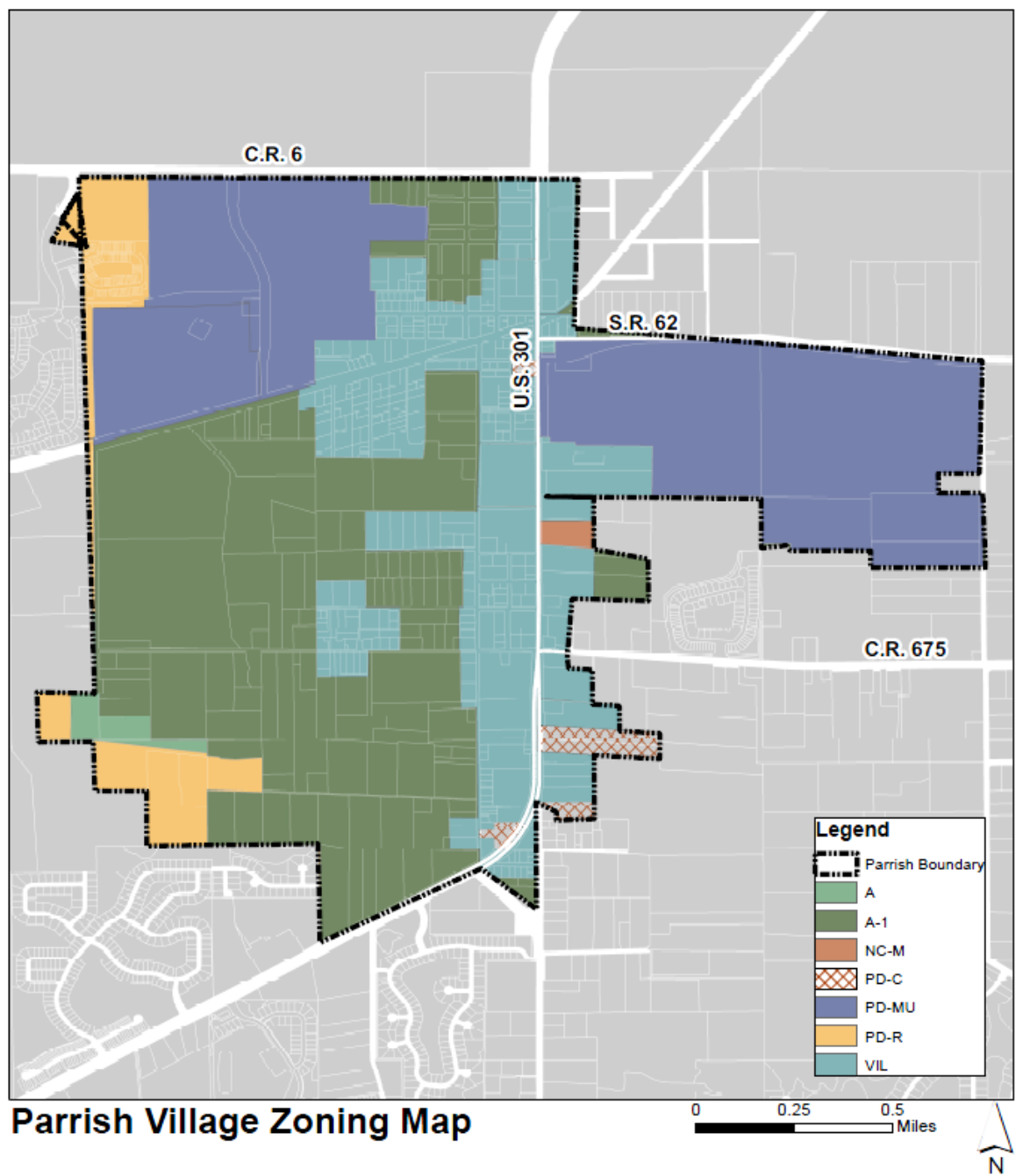
Agricultural Suburban District (A-1). The purpose of this district is to permit short-term agricultural and related uses and to provide for areas transitioning from rural to suburban or urban character.

Village District (Parrish) (VIL). The village districts are established to conserve the distinctive rural village character of rural communities where conventional urban zoning would be inconsistent with established patterns of land use and to ensure that new uses, located in these areas, can be harmoniously incorporated into their surroundings.

Planned Development Commercial, and Planned Development Mixed Use (PD-C, PD-MU). Planned Development districts are intended to be established for: specialized purposes, where a proposed project warrants greater flexibility than a standard district provides; when the Comprehensive Plan requires a planned development review process; or when the ability to attach conditions to a site plan is warranted.

The A-1 zoning district consumes most of the study area representing 1317.16 within the Parrish Village land area. This includes Morgan's Glen Planned Development, which consists of 138.18 acres and includes plans for development of 175,329 square feet of retail/commercial uses, nearly 34 acres of open space, and 380 residential units. The planned phasing for construction of the development was initially scheduled for completion in Spring, 2022.

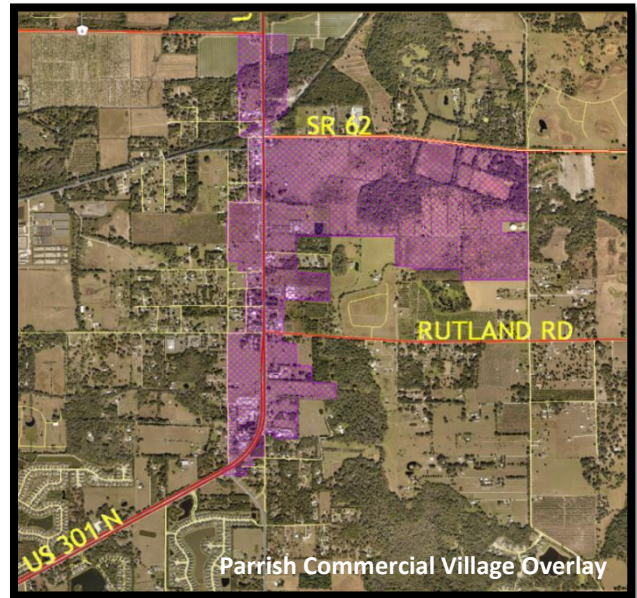
Nearly 300 acres of the PD-MU zoning consists of the Parrish Plantation Planned Development, located at the southeast intersection of S.R. 62 and U.S. Highway 301 (approximately 264.44 acres). The Parrish Plantation project consists of 116,100 square feet of commercial uses, 83,000 square feet of office uses, and 488 residential units (222 of the units are permitted to be developed as single family attached residential units). The project was approved by the Board of County Commissioners. The development approval expires on April 17, 2021.



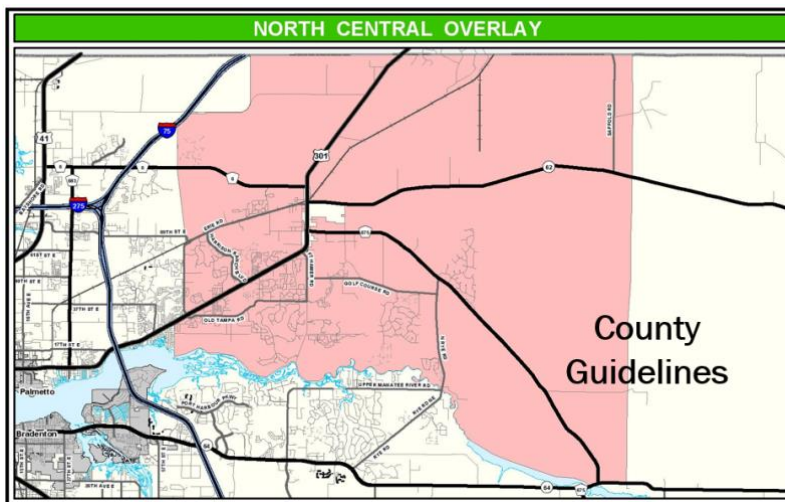
Parrish Village Zoning Map

In addition to the zoning, the study area includes two overlay districts. Overlay districts are identified in the Manatee Comprehensive Plan to establish targeted geographic areas, within which the application of highly specialized policies can be implemented. The regulations for development of the overlay districts are provided in the County's Land Development Code to establish compatibility guidelines, plan review and approval processes, and specific development standards.

Parrish Commercial Village Overlay District (PCV). The purpose of the Parrish Commercial Village Overlay District is to provide an expedited administrative approval process as an incentive for appropriately scaled and compatible commercial development located adjacent to U.S. 301. Specific design criteria are provided through the regulations (parking, pedestrian circulation, site design). The PCV boundaries include parcels that lie to the east and west of U.S. Highway 301 from C. R. 6 on the north, to Doris Road on the south. The overlay also includes Parrish Plantation Planned Development



North Central Overlay District (NC). The North Central Overlay District, which consumes the entire PCV District, is depicted below. The North Central Overlay District is considered a neighborhood preservation overlay, with a purpose to promote development with quality design that is harmonious with the existing community -and in accord with the community vision. This purpose includes: 1. Preserving the look and feel of the North



Central area which has been described by the community as "green," "open," "quiet," "natural," and "agricultural" as the community transitions in the manner anticipated by the Comprehensive Plan; and, 2. Striving for development that is visually attractive, compatible with the existing rural components of the community,

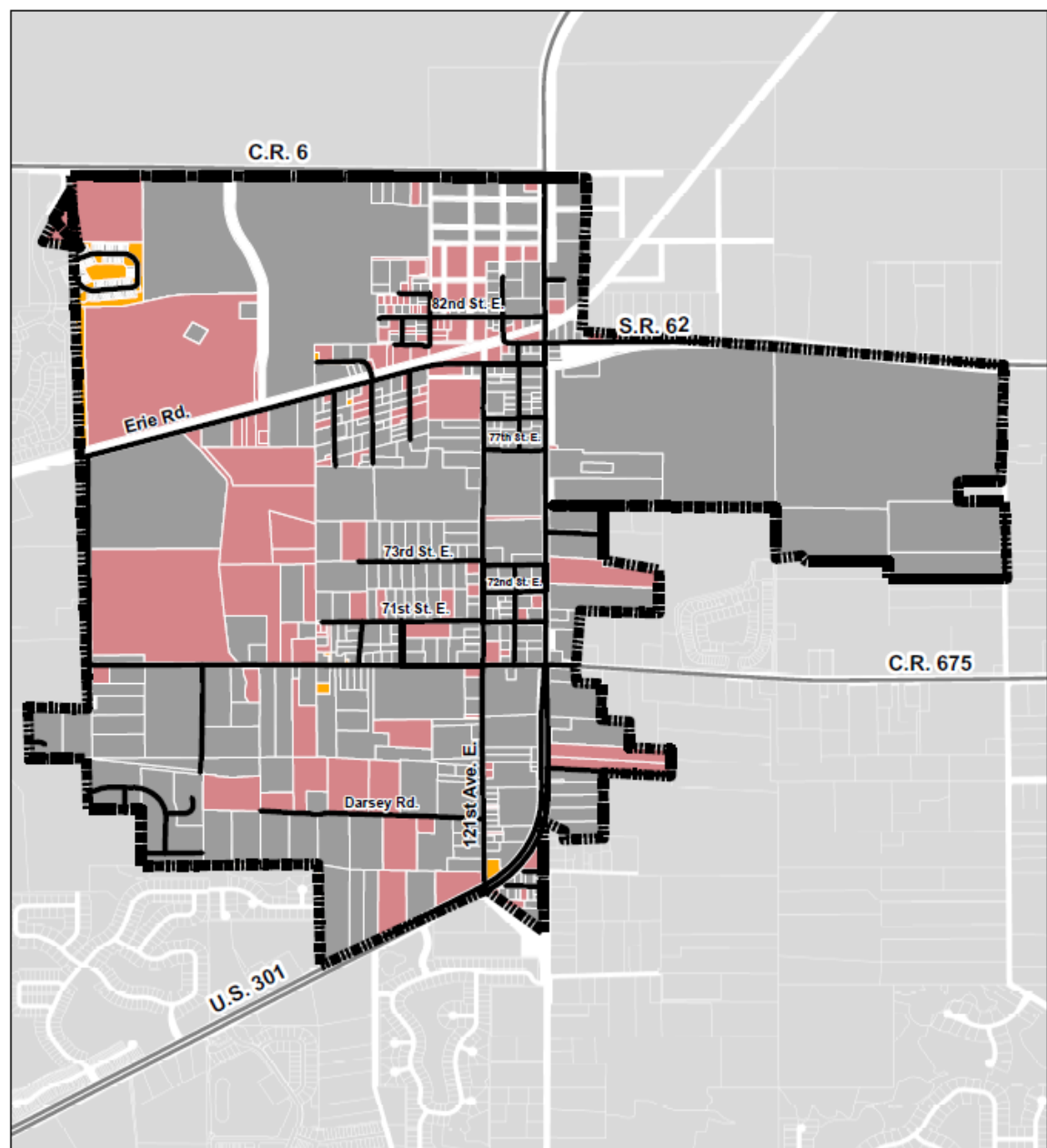
harmonious with a small town atmosphere and the residential character of the area and

respectful of the natural environment; and, 3. Utilizing characteristics of the existing landscape in the area such as clusters of native trees and vegetative screening to soften the appearance of new development; and, 4. Promoting the incremental development of a multi-use trail network connecting neighborhoods, parks, schools, shopping, and other community focal points by providing development incentives; and, 5. Providing for safe and convenient pedestrian circulation and provide standards for building placement that will aid in enhancing the pedestrian qualities of development.

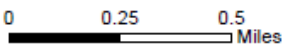
Vacant Parcel Analysis - There are twenty-five (25) Manatee County Property Appraiser use codes, identifying vacant residential and non-residential land. For this area, there are twelve (12) vacant parcel codes. However, two use codes (9 and 900) are assumed to be unavailable for future development because they are identified as unusable or residential common areas (see Vacant Parcels Map).



One-hundred thirty-five (131) parcels totaling 455.08 acres are identified as useable vacant land, which represents nearly 22 percent of the total study area. Most of the identified parcels are smaller than an acre in size. *NOTE: based on its Property Appraiser classification, the southern parcel of the high school property appears on the Vacant Parcels map.*

- 17.5% (23 parcels) are five (5) acres or greater; and,
- 19.8% (26 parcels) are between 1 and 4.99 acres; and,
- 62.5% (82 parcels) are less than 1 acre.



Vacant Parcels Map



- Legend**
-  Vacant - Unusable
 -  Vacant



Site Conditions. – Between June 2018 and March 2019, 225 code enforcement citations were issued within the study area boundaries. Of those citations, 6 were environmental related offenses, 25 cases pertained to overgrown lots, and 35 citations were related to permitting. Together, overgrown lots and permitting issues represent one-quarter of the property maintenance violations. Slightly more than twenty-five percent (25%) of the recorded violations were cited for vehicle related issues (58 citations). There was one unsafe structure citation issued within the study area during the same time period.

The overgrown lots, vehicles, and permitting citations represent more than half of the property maintenance violations in the area. As these are not severely uncontrollable offenses, the area can change its appearance with a few cooperative efforts between the PCA and the County. For example, the number of code citations may be greatly reduced with an active community education campaign about acceptable property maintenance. This effort can be led by the County – with cooperation from the PCA.

Crime Statistics – Reported Crime Statistics, Parrish and Manatee County 2015-2018

Within zip code 34219, the number of burglaries and larcenies show an upward spike in 2017; however, both offense types show a marked decrease in 2018. Robberies are very limited in the study area and represents about 2% of all robberies and 2.5% of all larcenies county-wide.

<i>Reported Crime Statistics - Parrish (34219 Zip Code)</i>				
<i>Crime Type</i>	<i>2015</i>	<i>2016</i>	<i>2017</i>	<i>2018</i>
Aggravated Assaults	19	26	25	22
Robberies	6	1	4	2
Burglaries	37	35	46	25
Larcenies	94	99	122	99

<i>Reported Crime Statistics - Countywide</i>				
<i>Crime Type</i>	<i>2015</i>	<i>2016</i>	<i>2017</i>	<i>2018</i>
Aggravated Assaults	1195	1042	1125	982
Robberies	213	169	195	203
Burglaries	1471	1070	941	821
Larcenies	4725	4086	3594	3969

Source: Manatee County Sheriff, 2019

PUBLIC PLANS AND POLICIES

Growth and Development

Future Land Use Map – In accordance with the laws of Florida, Manatee County has adopted a Future Land Use Map as part of its Comprehensive Plan. The Future Land Use Map establishes land uses with prescribed maximum densities and sets the tone for the type of development, and where it should occur in Unincorporated Manatee County. The Parrish Village Study area includes three future land use designations: Public/Semi-Public 1, Urban Fringe 3.0 dwelling units per gross acre (DU/GA), and Residential 6.0 DU/GA.

Public/Semi-Public 1 (P/SP-1). The P/SP-1 designation consumes 49.19 acres of the study area. The intent of the P/SP-1 designation is to recognize major existing and programmed public and semi-public facilities, primarily those facilities associated with public or private utilities. Also, to recognize, and provide a unique designation within the Future Land Use Element, for those public or semi-public facilities which have adverse aesthetic or health, safety, or welfare impacts on adjacent property or residents. Additional areas under this category may be recognized by amendments to the Future Land Use Map, if appropriate, and why such uses are programmed.

Residential 6.0 DU/GA (RES-6). The RES-6 designation consumes 465.09 acres of the study area. The intent of the RES-6 designation is to identify, textually in the Comprehensive Plan's goals, objectives, and policies, or graphically on the Future Land Use Map, areas which are established for a medium density urban residential environment. Also, to provide for a complement of residential support uses normally utilized during the daily activities of residents of these urban areas. 88.13 acres of the study area contains parcels that have two assigned future land use designations, which are split between RES-6 and UF-3.

Urban Fringe 3.0 DU/GA (UF-3). The UF-3 designation consumes 1,590.93 acres of the study area. UF-3 land use classification areas are limited to the urban fringe within which future low density residential and support uses are projected to develop following a logical expansion of the urban environment growing from west to east, consistent with the availability of services. The development of these lands shall follow a logical expansion of the urban environment, typically growing from the west to the east, consistent with the availability of services.

At a minimum, the nature, extent, location of development, and availability of services will be reviewed to ensure the transitioning of these lands is conducted consistent with the intent of the Comprehensive Plan. The UF-3 areas are generally allow complementary residential support uses for the daily activities of residents.

Manatee County Future Land Use Element – Several Policies in the Manatee County Comprehensive Plan address Parrish Village and the future of the area.

Policy: 2.10.2.4 - Require the development of off-street parking areas for non-residential uses in the Village of Parrish at the sides of such uses, with cross access easements as necessary to limit the number of access points to U.S. Highway 301, to limit the number of access points to promote the unique physical, historical, and social character of the village, and encourage the use of unifying architectural and design features to create community center image and character.

Implementation Mechanism(s):

- a) Land Development Regulations developed pursuant to §163.3202, F.S. to ensure compliance with this policy.
- b) Manatee County Planning Department review of proposed projects for compliance with this policy.

Policy: 2.10.4.2 - Prohibit the consideration of any development order establishing the potential for commercial development in the residential future land use categories, where the proposed project site is inconsistent with commercial locational criteria. Consistency shall be determined through the application of the commercial location review process described in the operative provisions contained in this Element. Permitted exceptions to these requirements are limited to:

commercial uses located within the Parrish area for properties fronting U.S. Highway 301, from Moccasin Wallow Road to the realigned Ft. Hamer Road. These commercial uses are limited to a building footprint of 5,000 square feet except at nodes.

Policy: 2.10.4.4 - Permit compatible commercial uses in areas of Myakka City and Parrish which meet commercial locational criteria requirements as set forth in the operative provisions, or meet a permitted exception thereto as set forth in Policy 2.10.4.2, provided such general commercial uses front on at least one roadway shown on the Roadway Functional Classification Map as collector or higher, and provided further that such compatible commercial uses shall be in compliance with Objective 2.6.1.

Table 2: Future Land Use Designations and Characteristics

Future land Use Category (FLUC)	Max. Gross Potential Density (DU/GA)	Max. Net Density (DU/NA)	Max. Potential Intensity (FAR)	Range of Potential Uses Primary Secondary	Commercial Size Limitation (Policy 2.10.2.2)	Existing Acres
Public/Semi-Public 1 P/SP(1) See 2.14.1.14	P/SP(1) Purpose: This category is intended to recognize major existing and programmed public/quasi-public facilities, primarily those facilities associated with public or private utilities, including electrical transmission corridors, and other public or semi-public facilities which have adverse aesthetic or health, safety, or welfare impacts on adjacent property or residents.					
	See Policies	See Policies	See Policies	Public/semi-public, recreation & schools Utility uses (including sanitary landfills, permanent water and wastewater treatment/ storage/disposal facilities, maintenance facilities, solid waste transfer stations, major utility transmission corridors and other major public facilities, public airports).	See 2.2.1.22.2 and 2.2.1.23.2	49.19
Urban Fringe UF-3	UF-3 Purpose: Areas limited to the urban fringe within which future low density residential and support uses are projected to develop following a logical expansion of the urban environment growing from west to east, consistent with the availability of services					
	3 9 – affordable housing and activity nodes	9 12 - affordable housing and activity nodes	.35 0.5 at activity nodes	Low density residential Short-term agriculture Medium density clustered residential Neighborhood & community commercial Public/semi-public, recreation & schools	Medium Large – see Policy 2.2.1.11.4	1,590.93
Residential 6 RES-6	RES-6 Purpose: Areas of primarily medium density urban residential development and support uses.					
	6 12 – if 25% of units are designated as affordable housing and /or mixed use in activity nodes 5.0 min. for affordable housing in UIRA	12 16 - if 25% of units are designated as affordable housing and/or mixed use in activity nodes	0.35 1.0 in UIRA along urban corridors and activity nodes	Medium density residential Medium density clustered residential Neighborhood commercial, office, public/semi-public, recreation & school uses	Medium	465.09
RES-6 and UF-3	“Split Parcels”					88.13

DU/GA = Gross Dwelling Units per Gross Acre; DU/NA = Dwelling Units per Net Acre; FAR = Floor Area Ratio; UIRA = Urban Infill Redevelopment Area; “Activity Nodes” refer to developments that meet the Commercial Locational Criteria (see Land Use Operative Provisions, Comprehensive Plan).

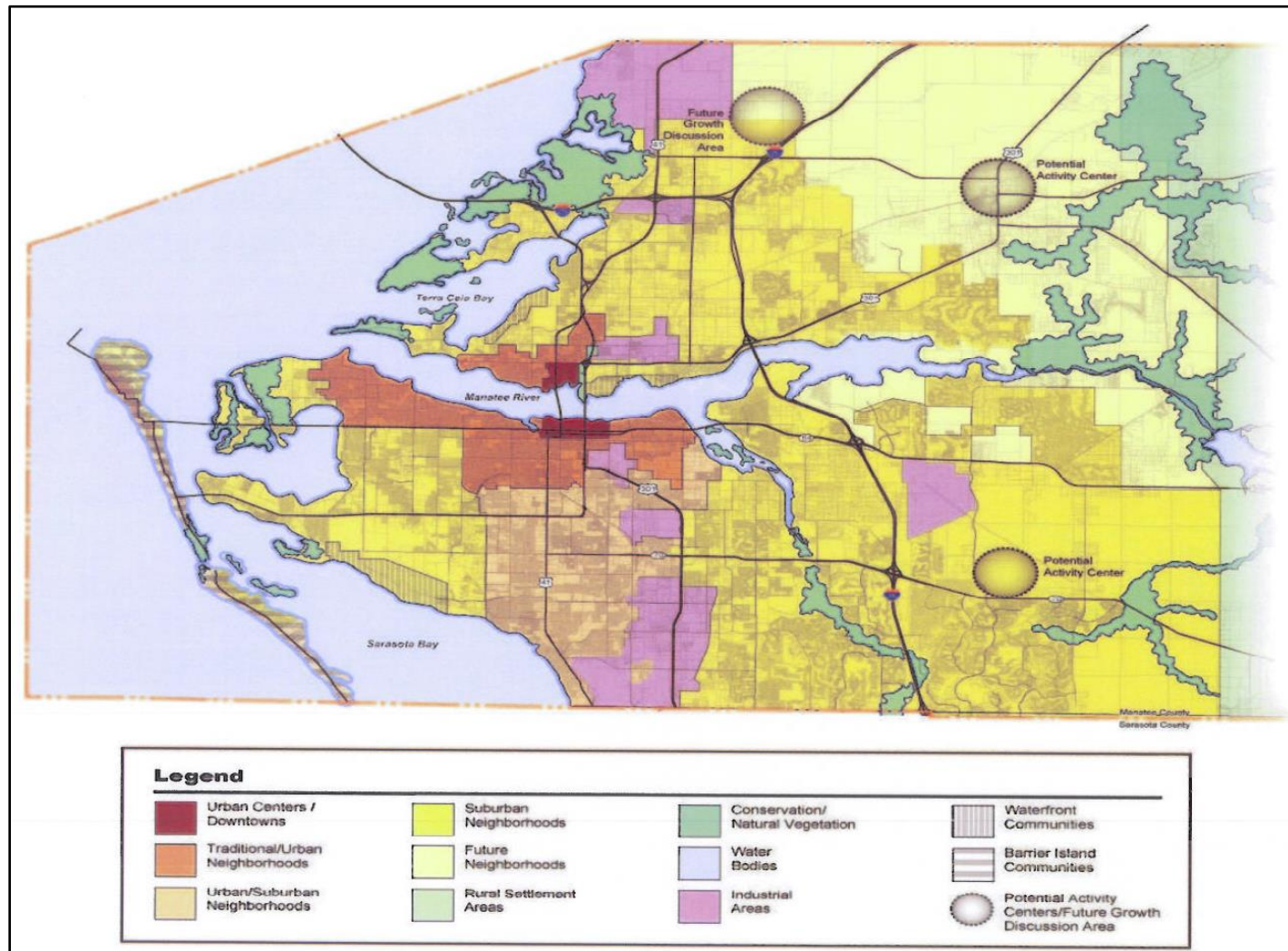
Table Notes:

¹ Refer to the more detailed description under each Future Land Use Category for limitations on the use of/or reliance on the information contained in this summary table. “Density Bonus” and “FAR Bonus” are defined and described in further detail in the Land Development Code.

² Developments along the designated Urban Corridors are not subject to the maximum “net” densities listed in this table.

³ Gross densities listed above the base density of the FLUC shall not be used within the Coastal Evacuation Area (CEA) or the Coastal High Hazard Area CHHA).

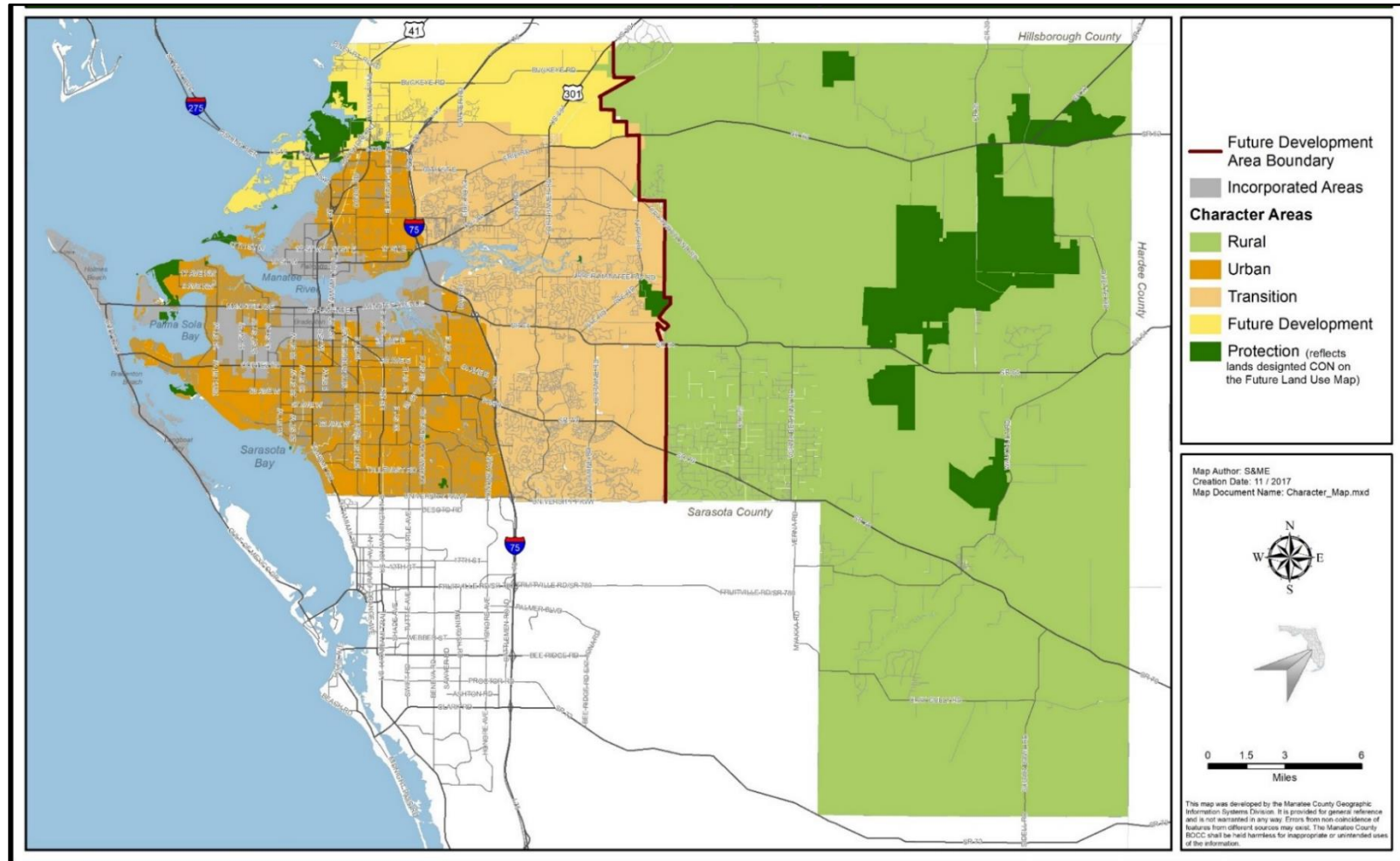
MANATEE COUNTY CONCEPT VISION GRAPHIC



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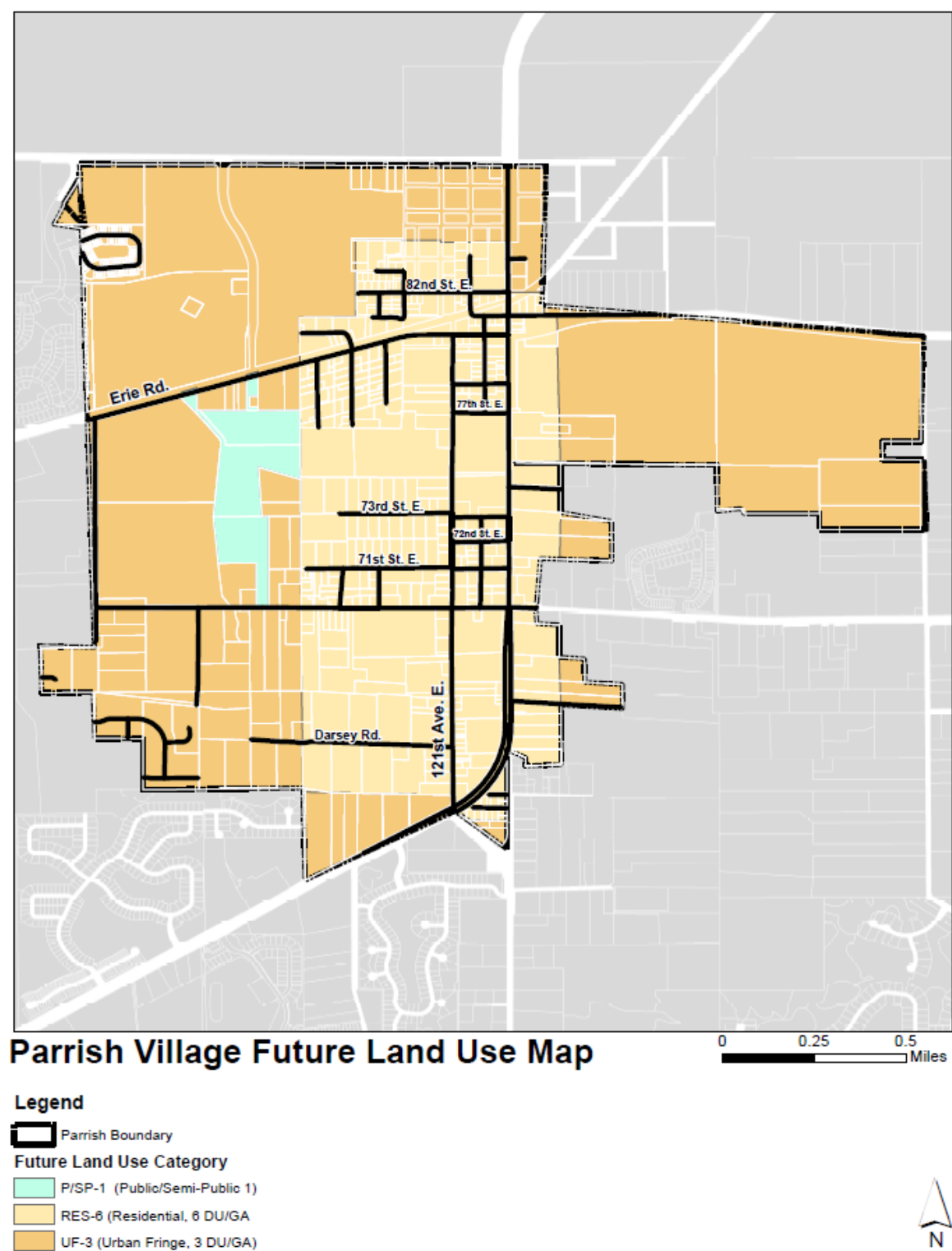
Prepared by The Mellgren Planning Group for Manatee County BCC

MANATEE COUNTY LAND USE CONCEPT MAP



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In early 2019, the Manatee County Future Land Use Classifications (FLUC) were updated to address compatibility issues with new growth expanding against and into established neighborhoods and communities, such as Parrish Village. The current rules have increased

the potential for construction of diverse housing; and, includes better provisions for mixed use development types.

Imagine Manatee (March 2004) – Imagine Manatee was an extensive public involvement effort to establish a vision plan for the County. The document is presented in three volumes: the report itself, the appendices, and the ideas from the public. Imagine Manatee provides a complete summary of the vision process, community profile, goals to achieve the vision, and strategies for implementation. Design principles, community assets, recreation, infrastructure, the environment, and a host of other topics are addressed in the document, which details the approach to implementing the plan.

Parish Area Planning: 2005 – 2007 - In 2006, growth projections were developed for the area by *Metrostudy*. This study predicted steady growth in North County through 2035, with an average of 4,000 additional dwelling units constructed annually; and, maintaining about 40% of the market share of new residences in the county to 2019.

The North Parrish Development Group presented a plan to the Board of County Commissioners in 2007. The Group studied a 30.3 square mile (approx. 19,392 acres) area in the vicinity of Moccasin Wallow Road and U.S. Highway 301 in Parrish. Over 5,700 acres were included as proposed projects. The plan proposed the 750 acre Parrish Centre as a future mixed use commercial development and 1,500 dwelling unit Town Center. The plan analyzed and recommended the following additional infrastructure ultimately be provided with build-out of the area:

- Schools - 6.8 elementary, 2.8 middle and 1.7 high schools;
- Libraries - 41,700 square feet;
- Fire Stations – 3;
- Parks - 64 acres; and,
- Commercial needs - 3 million square feet.

The plan was successful in getting County staff and the Board up-to- speed on growth and infrastructure planning issues. It was also successful in getting the development community partnered on right-of-way dedication that was used successfully with the widening of U.S. Highway 301.

How Shall We Grow: 2012 through 2035 - Three alternatives for future growth of the county were presented in the document. The third alternative highlighted the development of more dense projects and concentrated growth within “activity centers” such as Parrish.

The *How Will We Grow* Report also indicated the Parrish area naturally lends itself to being a future activity center. This was attributed to the number of arterial and collector roadways running through, or ending near, the Village of Parrish.

The following changes were required to implement Alternative 3:

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- Eliminate Comprehensive Plan barriers to achieving greater densities to increase infrastructure efficiencies.
- Consider amendments to Future Land Use Categories at nodes to allow Retail Office Residential or Mixed Use Community categories to permit more intense development to better serve surrounding area with services.
- Remove barriers to mixed use, along with a mixture of building types, supported by pedestrian-friendly, walkable communities along transit routes.
- Consider greater building heights consistent with the activity centers map.
- Better clarify mixed uses and allow them consistent with above.
- Consider resort hotel development to expand economic development opportunities.
- Consider incentives for redevelopment of mobile home parks due to issues associated with crime, living conditions and storm resiliency.
- Take into consideration Coastal High Hazard Area, Coastal Evacuation Area and Sea Level Rise planning with decision making.
- Consider adoption of “Port Encouragement Zone” philosophy to commercial corridors, major intersections and interstate interchanges.

Manatee County Florida: Economic Prosperity and Strategic Growth (March, 2013) – The Urban Land Institute (ULI) prepared a *ULI Panel Report* for Manatee County subsequent to the County’s “How Will We Grow” report. The ULI panel was invited to evaluate the alternatives presented in the “How Shall We Grow” report, and to suggest additional issues to consider, if needed. The ULI Panel made a several recommendations:

- All three alternatives are applicable, in general, with Alternative 2 being the most appropriate to achieve the county’s goals and objectives.
- How Will We Grow? is a solid platform from which to create detailed plans, policies, and implementation strategies for each of the county’s four geographic sectors—Southwest/Bradenton, Port Manatee/Palmetto, Parrish, and Lakewood Ranch.
- Partnerships with the Manatee County School Board and area universities should be pursued to improve outcomes and focus curriculum, knowledge, and skills on 21st-century jobs in sports, aviation, medicine, the arts and sciences, and supportive careers.
- The county should invest in detailed market studies to help it identify specific strategies for targeted investment at the K–12 and college levels to align educational opportunities with 21st-century employment, and to focus investment that stimulates reinvestment in existing urban areas.
- IMG Academy’s international reputation should be leveraged to “brand” Manatee County as the sports training capital of America.
- The sports brand should be extended to medicine by attracting specialized sports injury treatment, rehabilitation, and performance enhancement medical practices and facilities.
- Infrastructure investment should be focused in the Southwest/Bradenton sector.

- Immediate action should be taken to consolidate and expand current community redevelopment areas (CRAs) to capture the substantial value that will be created in the Southwest/Bradenton sector.

Manatee County Parks, Recreation and Open Space Master Plan - The County's vision for its parks is to be the provider of large, centralized, multi-use parks and recreation facilities, averaging 50-100 acres each. A needs assessment was conducted as part of the Parks Master Plan process. The needs assessment concluded there is an existing/future demand for a new East County Community Park, east of I-75 and south of the Manatee River, and additional large parks in the NE (Parrish).

The County has a significantly low amount of land set aside for conservation when compared to its neighbors and the State of Florida. Luckily, Manatee County has an Environmental Lands Management and Acquisition Committee (ELMAC) that can be leveraged for public benefit.

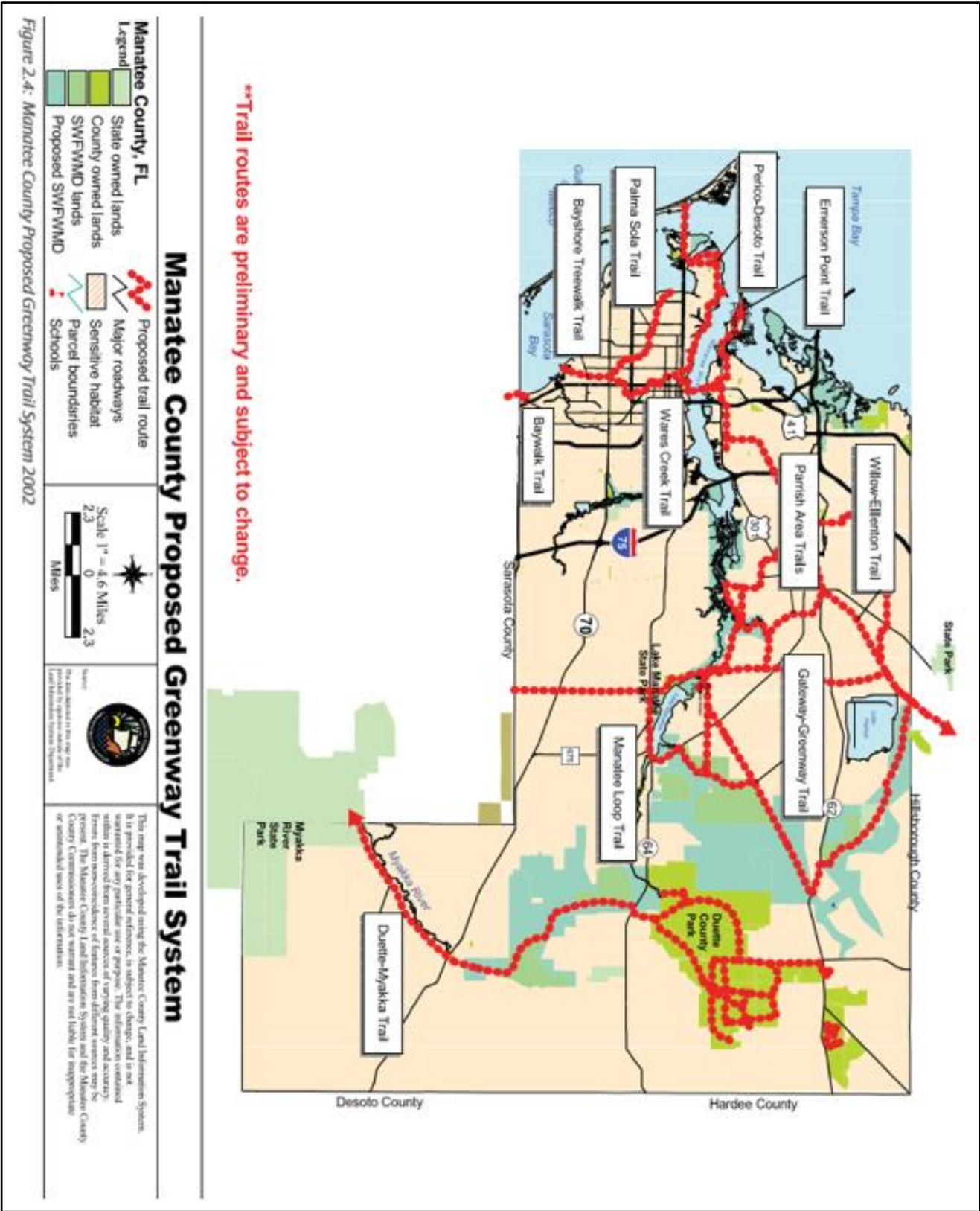
Manatee County Greenway and Trails Master Plan (Adopted July 23, 2002) –

The Greenways Master Plan identifies 11 named trails that all interconnect into a greenway system. The proposed trail system also connects to Manatee County, Sarasota County, the City of Palmetto, the City of Bradenton, the City of Bradenton Beach, the City of Anna Maria, the City of Holmes Beach, the Town of Longboat Key, and the City of Sarasota's trail efforts. There are over 100 miles of greenway trails envisioned for unincorporated Manatee County and the cities within its borders.

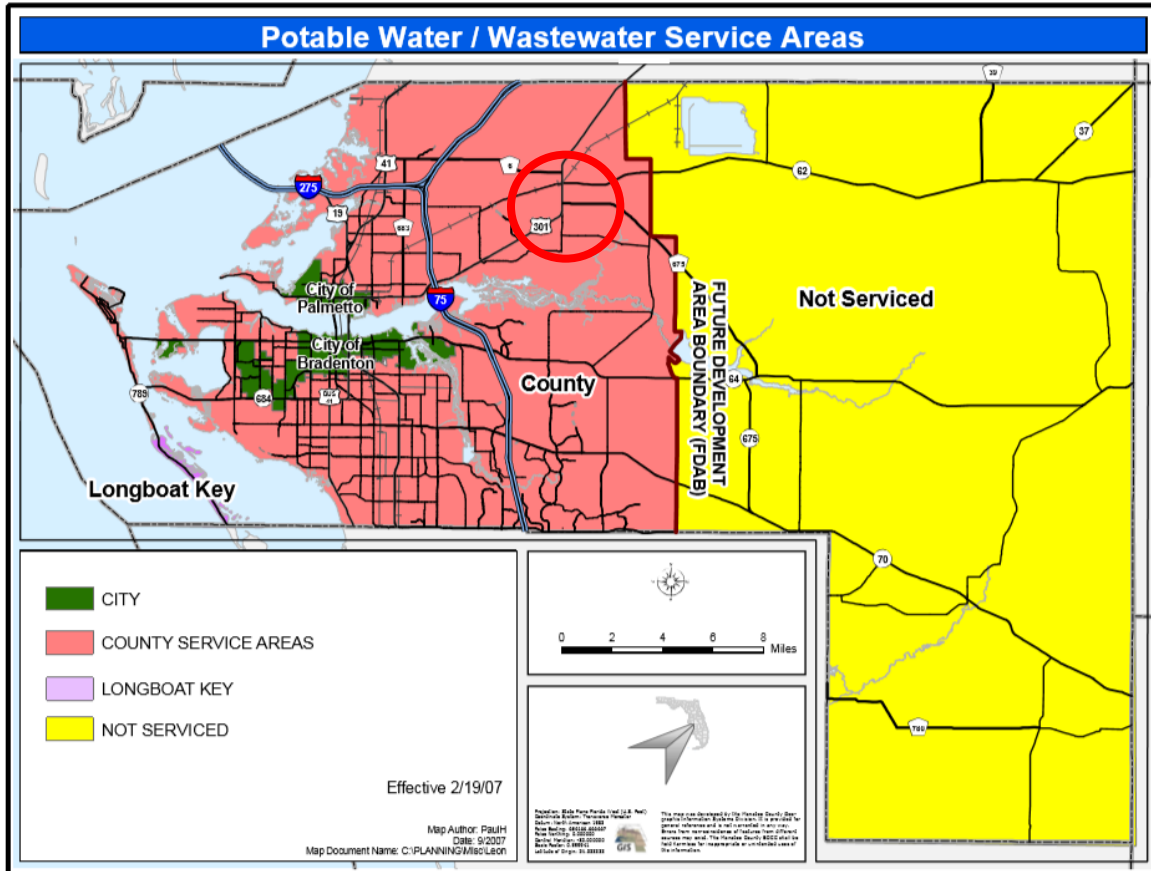
"In the Village of Parrish, there is a need for centrally located local park that is capable of absorbing the open space demands of this quickly growing subarea of the county. A park of this nature has the ability to serve as a nucleus for the community, with potential placemaking and "thirdplace" characteristics."

Manatee County Parks, Recreation and Open Space Master Plan

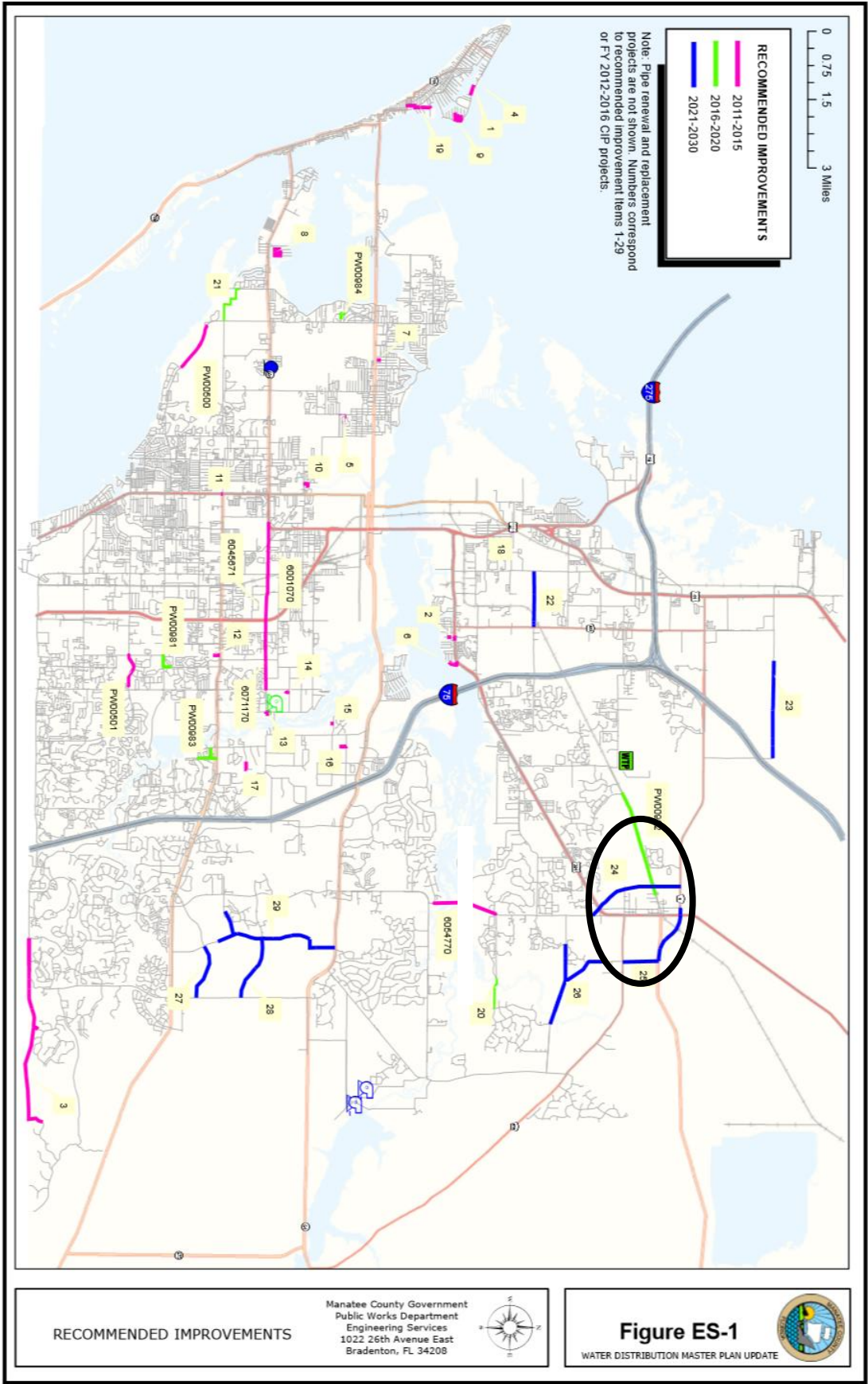
Compared to surrounding counties, Manatee lacks in its trail and greenway network. County and Regional connectivity should not be overlooked moving forward. Trails can be a useful recreation amenity as well as a viable transportation option and driver of economic growth and development when implemented correctly. The County has identified several local and regional trail linkages including the Willow-Ellenton Trail which will connect Parrish and Palmetto, and eventually stretch into Manatee County. However, implementation of a true regional trail system will require a commitment beyond the funding capabilities of the current impact fee structure.

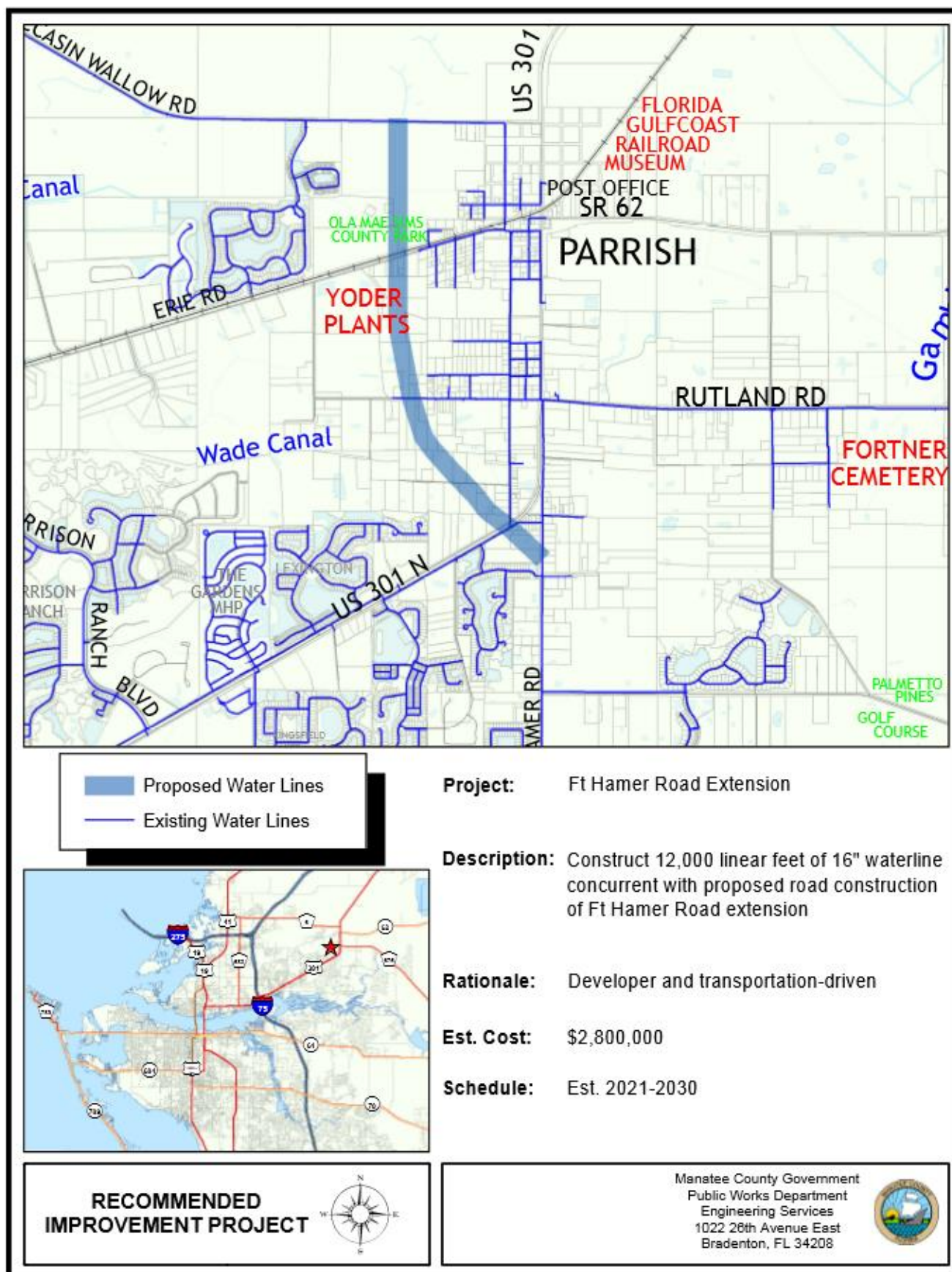


2013 Manatee County Water Supply Plan - Manatee County Board of County Commissioners adopted a revision to its Water Supply Plan (WSP) in 2013, pursuant to Florida Law. Manatee County's water system supplies potable water to unincorporated areas of the County, including the Parrish Village study area.



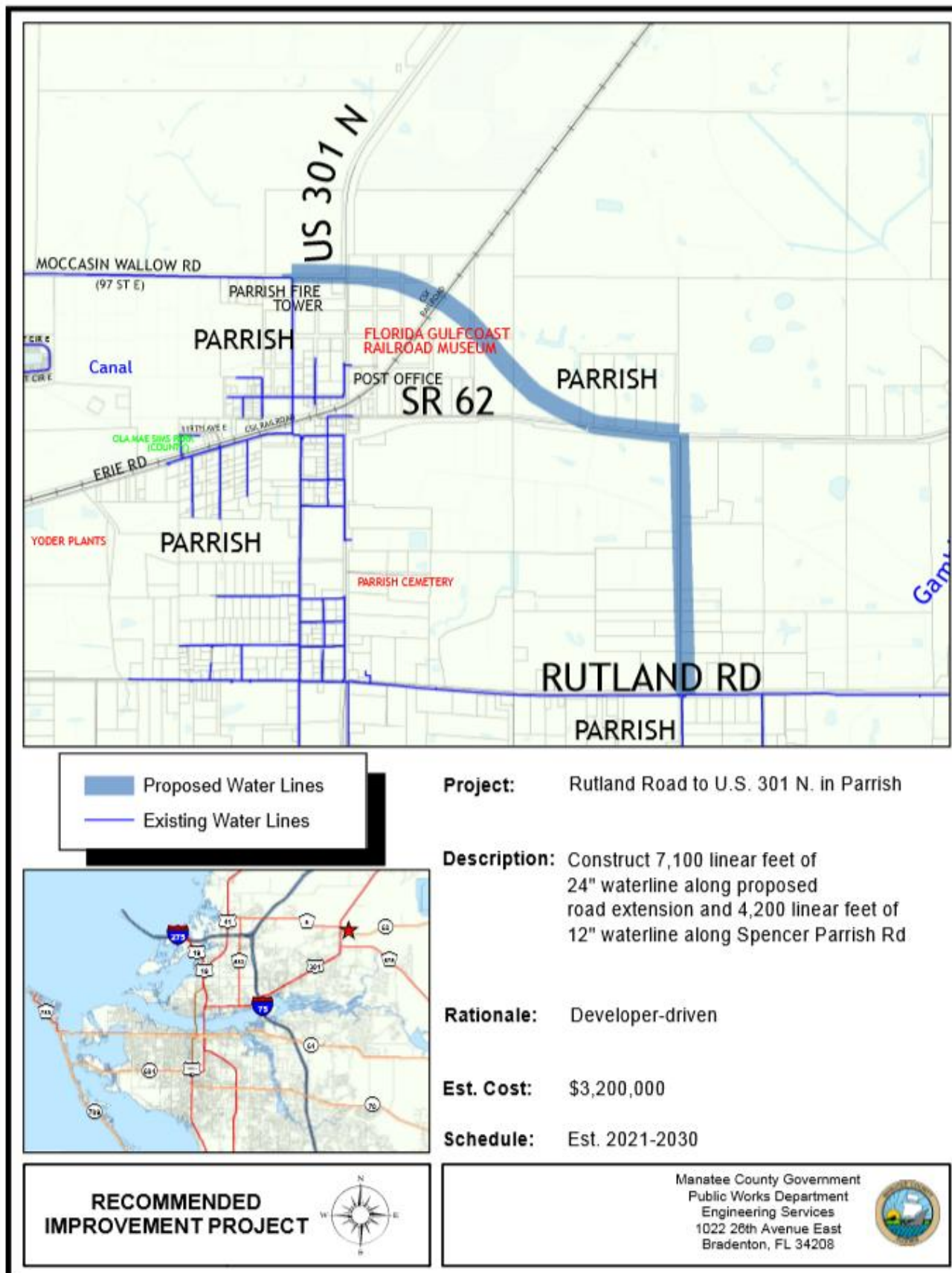
The 2013 WSP update included a list of proposed projects for upgrades, maintenance, and installation. As expected, a few projects were suggested in the Parrish area considering the level of growth anticipated within- and near the study area. The next few pages describes the planned projects listed in the WSP: Erie Road Major Water Main project; 12,000 linear feet of 16-inch waterline to be constructed concurrently with the proposed Ft. Hamer Road Extension; and 7,100 linear feet of 24-inch waterline to be constructed along with the proposed road extension from Rutland Road to U.S. North 301; and, 4,200 linear feet of 12-inch waterline along Spencer Parrish Road. The WSP indicates these projects are transportation/development-driven and are proposed to help serve the growing Parrish area.





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Transit, Connectivity, and Mobility Plans

Existing Roadways – Functional Classification

The road network around the study area provides convenient access to the study area and could potentially help with growth of the area. Parrish Village is framed by minor and principal arterial roadways, as well as minor and urban collectors.

S.R. 62 is a rural minor arterial road. A rural minor arterial highway typically links cities and larger towns and serves an urban area if it penetrates or comes within 2 miles of the urban boundary.

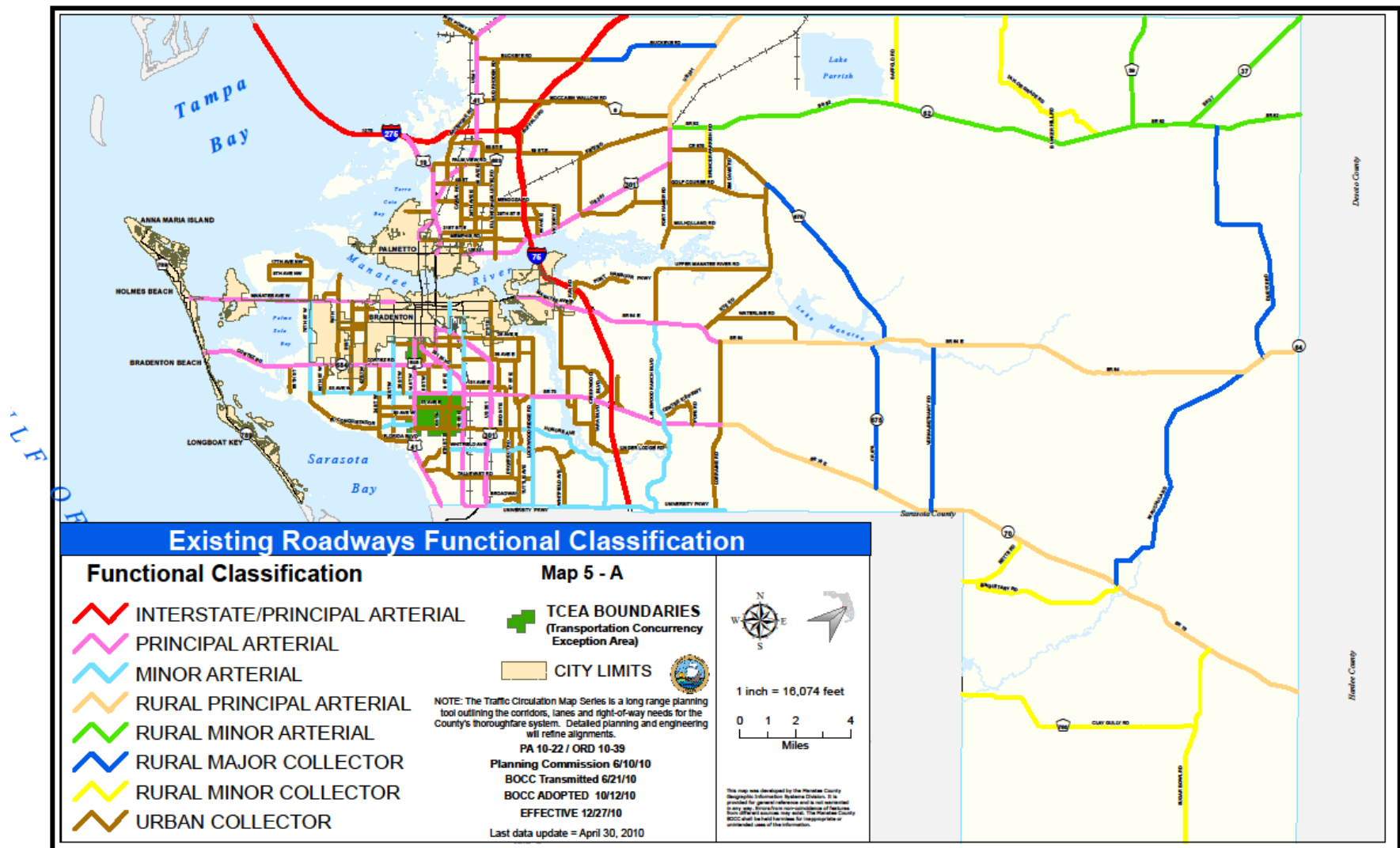
U.S. 301 is a designated principal arterial roadway. Principal arterial roadways provide more direct property access without penetrating neighborhoods and serve demand for intra-area travel between the central business district and outlying residential areas.

Moccasin Wallow Road, Golf Course Road, Ft. Hamer Road, Erie Road, and C.R. 675 are urban collector roads. Major collectors provide direct property access and traffic circulation in residential neighborhoods and commercial and industrial areas. Unlike arterials, major collector roads may penetrate residential neighborhoods for significant distances and channel traffic from local streets onto the arterial system.

Spencer Parrish Road is a rural minor collector. Minor collector roads are spaced at intervals, consistent with population density, to collect traffic from local roads and insure that all developed areas are within a reasonable distance of a collector road.

The remainder of the road network is mainly made up of a small grid patterns and a variety of residential roads linking to the surrounding neighborhoods. Unpaved roads and an incomplete sidewalk network are an issue for the Parrish Village study area. Also, the internal roads within the neighborhoods are too narrow to accommodate two-way traffic.

There are currently no mass transit facilities, including bus routes, within the Parrish Village Study area. With the existing low-density development, mass transit facilities will not be added anytime soon. However, mass transit services could become a possibility as the area grows and flourishes.



2030 Future Traffic Circulation

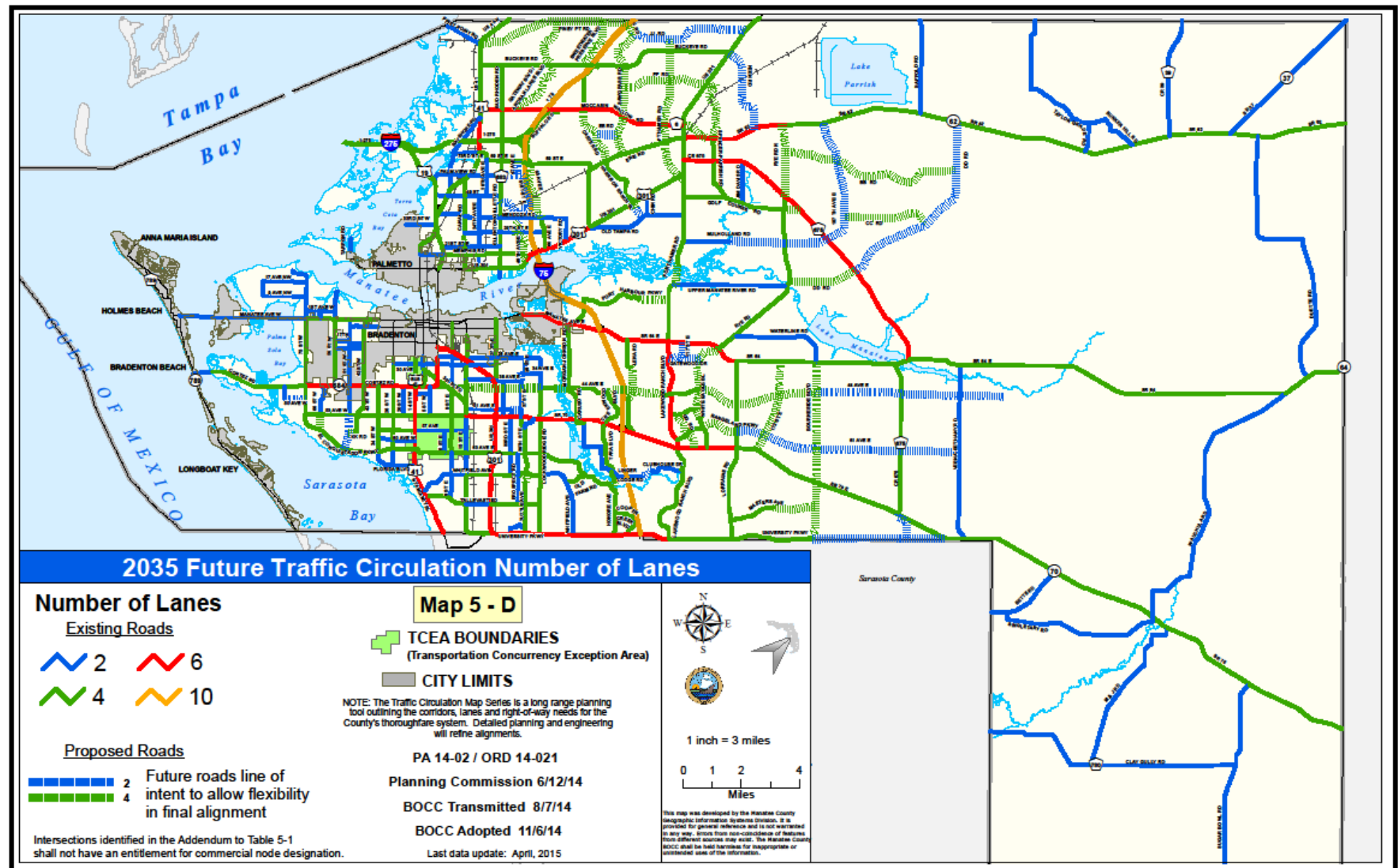
Sarasota-Manatee Strategic Mobility Plan

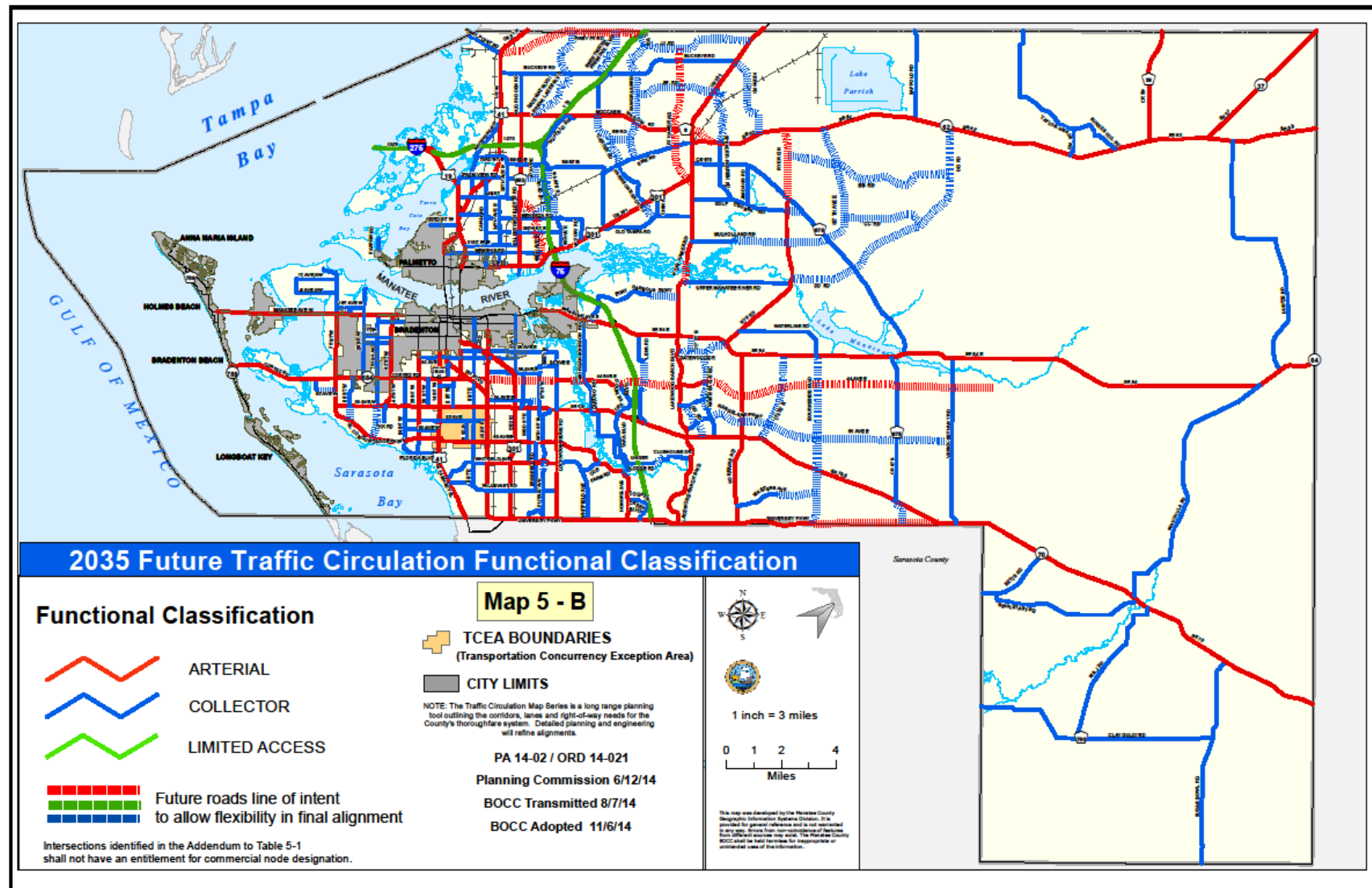
Serving as the region's long-range transportation plan, The Strategic Mobility Plan was created to establish a seamless multimodal transportation network. An extensive public outreach process was used by the MPO to learn about each community's vision of how to best accommodate future travel demand for all modes of travel (vehicles, walking, biking, transit, freight & goods movement, and airports

Fort Hamer Bridge - The recently completed Fort Hamer Bridge extends nearly one-half mile across the Manatee River and connects Upper Manatee River Road to Fort Hamer Road. It includes 5-foot sidewalks and 4-foot paved bike lanes.

The bridge is the longest span to be designed and maintained by Manatee County. The bridge creates faster routes for emergency responders, a new evacuation route for East Manatee residents and it will alleviate some traffic on U.S. 301, Interstate 75 and Rye Road. The bridge opened to traffic in October, 2017.

With the creation of Lakewood Ranch and now the booming Parrish area, the bridge connects two of the fastest growing areas in Manatee County. Parrish residents who work in Lakewood Ranch can use the bridge for faster commutes. As Parrish Village continues to flourish, the bridge provides great access to future retail developments, Fort Hamer Rowing Park and boat ramp.





Manatee County Infrastructure Sales Tax (IST)

Manatee County Board of County Commissioners recognized that it would be in the best interest of Manatee County to provide for safer neighborhoods, reduce traffic congestion, and improve roadways and public facilities as authorized by law, and to levy and collect a half cent sales surtax to pay the cost thereof. A referendum on the Sales Surtax was held and passed by Manatee County voters in the general election on November 8, 2016. Unless extended by voters in a lawful referendum, the Sales Surtax shall sunset and expire on December 31, 2031.

Infrastructure Sales Tax proceeds are collected by the Florida Department of Revenue and distributed to the County and the municipalities within the boundaries of the County and shall be used to finance, plan, and construct infrastructure (as defined in Section 212.055(2), Florida Statutes), which shall be limited to the following types of projects and equipment: roadways, sidewalks, intersections, street lights, infrastructure for law enforcement, emergency response, libraries, parks, waterways, public buildings and stormwater. In addition, all expenditures of Infrastructure Sales Tax proceeds, and any interest or investment earnings thereon, shall comply with the limitations imposed by Section 212.055(2), Florida Statutes. Established by Ordinance 16-35 are restrictions on the use of the Infrastructure Sales Tax, provisions for the collection and distribution of the Infrastructure Sales Tax and providing for citizen oversight with the establishment of a Citizens Oversight Committee for Infrastructure Sales Tax Advisory Board.

Public Construction***Manatee County Capital Improvement Plan (CIP)***

The Manatee County Comprehensive Plan (Objective 10.1.6) requires Manatee County to develop a Capital Improvement Program (CIP) that provides programming and funding of capital projects consistent with the goals, objectives and policies of the Comprehensive Plan and the Future Land Use Map, to maintain adopted level of service standards and to meet other public facility needs not dictated by level of service standards.


According to the FY 2019-2023 Adopted CIP, nearly \$600 million will be committed to technology, transportation, parks and natural resources, libraries and building renovations over the next five years. Manatee County plans to spend 6% of the CIP funds in the Parrish Village study area (\$35,226,616.00). The planned projects that lie within Parrish Village study area are listed below with further details.

Category - *Transportation Project*
Project Name - Erie Road / SR 62 at US 301

Project Scope - Align east and west approaches.

Note: This project is being funded through the Infrastructure Sales Tax.



The project is planned to improve safety at the intersection.

MANATEE COUNTY GOVERNMENT Capital Improvement Program							
FY2020-FY2024							
Category:	Transportation		Subcategory: Intersections				
Project Title:	Erie Rd/SR62 at US 301 Parrish						
Department:	Public Works						
Project Mgr:	Mike Sturm						
Infra.Sales Tax:	Y						
Project #:	6094060		Status: Existing				
Comprehensive Plan Information							
CIE Project:	N	Plan Reference:					
LOS/Concurrency:	N	Project Need:	Deficiency				
Project Location							
District 1	Erie Rd - US 301, Parrish						
Description and Scope							
Re-align SR62 east approaches to the intersection of Erie Road and US301.							
Rationale							
Improve operations and safety at existing signalized intersection.							
Schedule of Activities				Operating Budget Impacts			
Activity	Start	End	Amount	Category	Fiscal Year	Amount	
Design:	10/18	09/19	203,550	Personal:			
Land:	10/19	09/20	135,700	Non-Personal:			
Construction:	10/21	12/21	946,507	Operating Capital:			
Equipment:				Operating Total:			
Project Mgt.:	10/18	12/21	71,243				
Total Budgetary Cost Estimate			1,357,000				
Programmed Funding							
Expended to Date	Appropriated To Date	FY2020	FY2021	FY2022	FY2023	FY2024	Future
	339,250	1,017,750					
Project Map							
							
Funding Strategy							
Infrastructure Sales Tax - TRII015							
Original IST Amount - \$1,357,000							
All Prior Funding - IST \$203,550							
Means of Financing							
Funding Source						Amount	
All Prior Funding						339,250	
Infrastructure Sales Tax						1,017,750	
Total Funding:						1,357,000	

Category - *Transportation Project*
Project Name - Fort Hamer Road Extension

Project Scope - Construct for the continuation of the north/south thoroughfare- to include new four lane divided roadway with closed drainage, sidewalks on both sides, and bicycle lanes (U.S. 301 to Erie Road).

With projects such as the high school and other approved developments, the Fort Hamer Road extension is needed to provide anticipated capacity needs that are associated with this new growth. The project will improve traffic circulation in the study area. The project will be funded with revenue generated from gas taxes and impact fees.

MANATEE COUNTY GOVERNMENT Capital Improvement Program FY2020-FY2024						
Category:	Transportation		Subcategory:		Road Improvements	
Project Title:	Fort Hamer Rd Extension					
Department:	Public Works Projects					
Project Mgr:	Mike Sturm					
Infra. Sales Tax:						
Project #:	6054765		Status:		Existing	
Comprehensive Plan Information						
CIE Project:	Y	Plan Reference:				
LOS/Concurrency:	Y	Project Need:	Growth			
Project Location						
District 1	US 301 to Erie Rd, Parrish					
Description and Scope						
Construct new four lane divided roadway with closed drainage, sidewalks on both sides, and bicycle lanes.						
Rationale						
Continuation of north/south thoroughfare connection to provide anticipated capacity needs associated with new growth and improve traffic circulation in Parrish area.						
Schedule of Activities				Annual Operating Budget Impacts		
Activity	Start	End	Amount	Category	Fiscal Year	Amount
Design:	10/18	09/21	4,111,000	Personal:		
Land:	04/18	09/21	3,784,573	Non-Personal:		
Construction:	10/20	12/23	9,433,954	Operating Capital:		
Equipment:				Operating Total:		
Project Mgt.:	10/18	12/27	129,954			
Total Budgetary Cost Estimate			17,459,481			
Programmed Funding						
Expended to Date	Appropriated To Date	FY2020	FY2021	FY2022	FY2023	FY2024
1,853,592	9,003,369	2,900,000	5,556,112			
Project Map						
						
						
Funding Strategy						
Gas Taxes						
Means of Financing						
Funding Source	Amount					
All Prior Funding	9,003,369					
Contributions	0					
Gas Taxes	4,060,000					
Impact Fees	4,396,112					
Total Funding:	17,459,481					

A potable water project to relocate existing water lines on U.S. 301, from C.R. 675 to Moccasin Wallow Road, was recently completed during construction on the existing roadway. This segment of U.S. 301 was upgraded to a four-lane divided roadway and enhanced with bike lanes, sidewalks and street lights. The same segment was also landscaped and improved through the Sarasota Manatee MPO. The project was funded with utility rate revenues.



MANATEE COUNTY GOVERNMENT Capital Improvement Program							
FY2020-FY2024							
Category:	Potable Water		Subcategory:		Potable Water Transportation Related		
Project Title:	US 301/CR 675 to Moccasin Wallow Rd - Water						
Department:	Public Works Projects						
Project Mgr:	Anthony Benitez						
Infra.Sales Tax:							
Project #:	6085470		Status:		Existing		
Comprehensive Plan Information							
CIE Project:	N		Plan Reference:				
LOS/Concurrency:	N		Project Need:		Other Need		
Project Location							
District 1	US 301-CR 675-Mocassin Wallow Rd, Parrish						
Description and Scope							
Relocation of existing water lines as part of an upgrade to the existing roadway to a four or six lane divided roadway with bike lanes, sidewalks and street lights.							
Rationale							
To relocate existing water lines as part of roadway enhancement project.							
Schedule of Activities				Operating Budget Impacts			
Activity	Start	End	Amount	Category	Fiscal Year	Amount	
Design:	10/10	06/12	60,763	Personal:			
Land:				Non-Personal:			
Construction:	07/14	06/18	598,502	Operating Capital:			
Equipment:				Operating Total:			
Project Mgt.:	10/10	06/18					
Total Budgetary Cost Estimate			659,265				
Programmed Funding							
Expended to Date	Appropriated To Date	FY2020	FY2021	FY2022	FY2023	FY2024	Future
535,718	659,265						
Funding Strategy							
Utility Rates							
Means of Financing							
Funding Source						Amount	
All Prior Funding						659,265	
Total Funding:						659,265	



Category - Wastewater Project

Project Name - Tidevue Electrical Rehab (Wastewater Lift Station)

Project Scope is to upgrade existing service entrance breaker, remove transformer, distribution center, lighting panel, equipment room lighting, and drywell lighting. Replace and upgrade equipment to bring all electrical components to current standards, and air condition electrical space. New design and electrical system configuration will include arc flash electrical safety improvements.

MANATEE COUNTY GOVERNMENT Capital Improvement Program																																
FY2020-FY2024																																
Category:	Wastewater	Subcategory:	Wastewater Lift Stations	Project Map 																												
Project Title:	Tidevue Electrical Rehab																															
Department:	Public Works Projects																															
Project Mgr:	Jeff Streitmatter																															
Infra. Sales Tax:																																
Project #:	WW01415	Status:	Existing																													
Comprehensive Plan Information																																
CIE Project:	N	Plan Reference:																														
LOS/Concurrency:	Y	Project Need:	Maintenance																													
Project Location																																
District 1	US 301 - Ft. Hamer Rd, Parrish																															
Description and Scope																																
Upgrade existing service entrance breaker, remove transformer, distribution center, lighting panel, equipment room lighting, and remove the drywell lighting. Replace and upgrade all equipment as needed to bring electrical components up to current electrical standards. Improve the electrical area to be an air conditioned space, or construct a new electrical building or enclosure. Also, the new design and electrical system configuration will include arc flash electrical safety improvements for compliance with Occupational Safety and Health Administration (OSHA) and National Fire Protection and Association (NFPA-70E). Install new above-ground flow meter.																																
Rationale																																
The main breaker needs to be upgraded and brought up to proper National Electrical Code standard and upgraded to proper safety code. Many of the electrical components are obsolete and are no longer serviceable. There are several components that are no longer in use as other equipment has been upgraded during previous projects. Electrical gear needs to be enclosed in a climate-controlled space for long-term reliability. The project will include a feasibility study to determine the options and costs to improve the electrical area to be air conditioned or to construct a new electrical building or enclosure.																																
Annual Operating Budget Impacts																																
<table border="1"> <thead> <tr> <th>Activity</th> <th>Start</th> <th>End</th> <th>Amount</th> </tr> </thead> <tbody> <tr> <td>Design:</td> <td>10/20</td> <td>03/21</td> <td>70,000</td> </tr> <tr> <td>Land:</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Construction:</td> <td>04/21</td> <td>12/21</td> <td>350,000</td> </tr> <tr> <td>Equipment:</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Project Mgt.:</td> <td>10/20</td> <td>12/21</td> <td>73,500</td> </tr> <tr> <td>Total Budgetary Cost Estimate</td> <td></td> <td></td> <td>493,500</td> </tr> </tbody> </table>					Activity	Start	End	Amount	Design:	10/20	03/21	70,000	Land:				Construction:	04/21	12/21	350,000	Equipment:				Project Mgt.:	10/20	12/21	73,500	Total Budgetary Cost Estimate			493,500
Activity	Start	End	Amount																													
Design:	10/20	03/21	70,000																													
Land:																																
Construction:	04/21	12/21	350,000																													
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Total Budgetary Cost Estimate			493,500																													
Programmed Funding																																
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Funding Source	Amount																															
Rates	493,500																															
Total Funding:	493,500																															

Category - *Wastewater Project*

Project Name - Parrish Village Force Main and Master Lift Station



Project Scope entails the construction of a new force main and master lift station to connect to the existing 16" force main on US 301 and Erie Road.

MANATEE COUNTY GOVERNMENT Capital Improvement Program FY2020-FY2024						
Category:	Wastewater	Subcategory:	Wastewater Growth Related	Project Map		
Project Title:	Parrish Village Force Main and Master Lift Station					
Department:	Public Works Projects					
Project Mgr:	Eric Shroyer					
Infra.Sales Tax:						
Project #:	6069180	Status:	Existing			
Comprehensive Plan Information						
CIE Project:	Y	Plan Reference:				
LOS/Concurrency:	Y	Project Need:	Growth			
Project Location						
District 1	SR 62 - Erie Rd, Parrish					
Description and Scope						
Construction of a new force main and master lift station to connect to the existing 16 inch force main on US 301 and Erie Road.						
Rationale						
New force main and lift station needed due to future population growth and usage. This project is related to the US 301 - Erie Road/Old Tampa Road to County Road 675 project. This system will provide wastewater service to the Village of Parrish and alleviate the potential future overload of the existing lift station. Project construction to be scheduled relative to corresponding future sewer system demand and requirements.						
Schedule of Activities				Operating Budget Impacts		
Activity	Start	End	Amount	Category	Fiscal Year	Amount
Design:	01/15	06/15	599,500	Personal:		
Land:	10/08	09/12	564,048	Non-Personal:		
Construction:	05/17	12/19	8,230,000	Operating Capital:		
Equipment:				Operating Total:		
Project Mgt.:	01/15	12/19	68,350			
Total Budgetary Cost Estimate			9,461,898			
Programmed Funding						
Expended to Date	Appropriated To Date	FY2020	FY2021	FY2022	FY2023	FY2024
3,558,891	9,461,898					
Funding Strategy						
Utility Rates						
Facility Investment Fees - Sewer						
Debt Proceeds						
Means of Financing						
Funding Source						Amount
All Prior Funding						9,461,898
Total Funding:						9,461,898

Category - Transportation

Project Name - Erie Road - US 301 - 69th Street East - North/South Phase

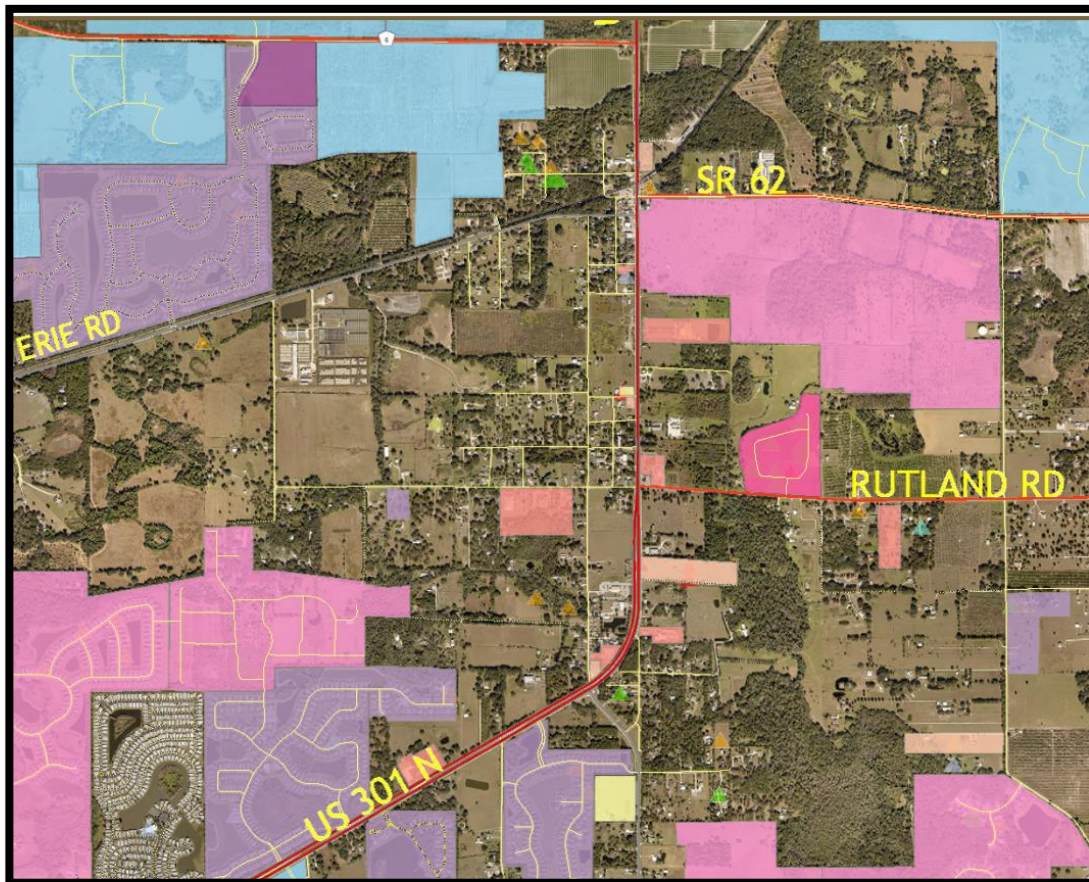
Project Scope entails Roadway functional improvements to include widening to 24', roadside ditch piping, and shoulder enhancement where necessary.

MANATEE COUNTY GOVERNMENT Capital Improvement Program							
FY2020-FY2024							
Category:	Transportation		Subcategory: Road Improvements				
Project Title:	Erie Road - US 301 - 69th Street East - North/South Phase						
Department:	Public Works						
Project Mgr:	Mike Sturm						
Infra. Sales Tax:							
Project #:	6082860		Status: Existing				
Comprehensive Plan Information							
CIE Project:	N		Plan Reference:				
LOS/Concurrency:	N		Project Need: Maintenance				
Project Location							
District 1	Erie Road - US 301 - 69th St E, Parrish						
Description and Scope							
Roadway functional improvements to include widening to 24', roadside ditch piping, and shoulder enhancement where necessary.							
Rationale							
To enhance utilization of existing roadway facility and upgrade to current Florida Department of Transportation (FDOT) design standards.							
Schedule of Activities				Annual Operating Budget Impacts			
Activity	Start	End	Amount	Category	Fiscal Year	Amount	
Design:	10/11	03/19	562,000	Personal:			
Land:	01/17	09/19	275,000	Non-Personal:			
Construction:	02/18	12/22	4,771,644	Operating Capital:			
Equipment:				Operating Total:			
Project Mgt.:	10/11	12/22	186,828	Revenue:			
				Net:			
Total Budgetary Cost Estimate			5,795,472	Initial Year Costs:	FY2023	11,000	
Programmed Funding							
Expended to Date	Appropriated To Date	FY2020	FY2021	FY2022	FY2023	FY2024	Future
509,393	3,900,000	1,895,472					
Project Map							
							
							
Funding Strategy							
Gas Taxes							
Means of Financing							
Funding Source		Amount					
All Prior Funding		3,900,000					
Gas Taxes		1,895,472					
Total Funding:		5,795,472					

Private Construction

As mentioned in previous sections of this plan, there are many new/proposed construction projects within the study area. Manatee County provided the Map below, which reflects the locations for active building permits, concurrency projects and recently approved plans.

Approved Plans/Concurrency Projects/ Active Building Permits



Active Building Permits

- ▲ Residential
- ▲ Non-Residential
- ▲ Temporary Use
- ▲ Fence
- ▲ Sign
- ▲ Roof
- ▲ Electric
- ▲ Mechanical
- ▲ Miscellaneous

Residential Concurrency Projects

- RESIDENTIAL Complete
- RESIDENTIAL Approved
- RESIDENTIAL Pending

Mixed Use Concurrency Projects

- MIX Complete
- MIX Approved
- MIX Pending

Commercial Concurrency Projects

- NON RES Complete
- NON RES Approved
- NON RES Pending

Source: Manatee County, 2018

Morgan's Glen Planned Development, which consists of 138.18 acres and includes plans for development of 175,329 square feet of retail/commercial uses, nearly 34 acres of open

DRAFT Document

Prepared by The Mellgren Planning Group for Manatee County BCC

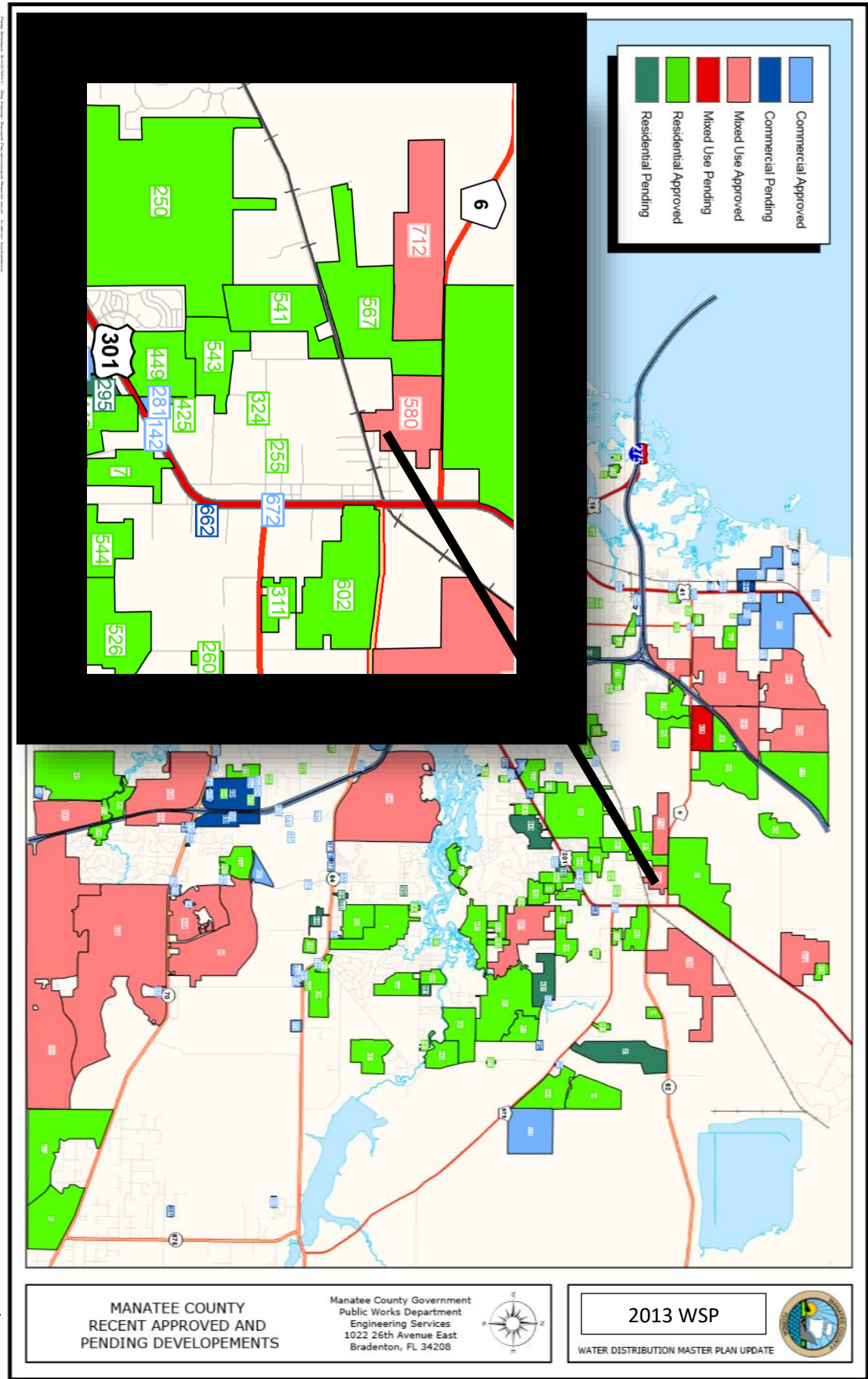
space, and 380 residential units. The planned phasing for construction of the development was initially scheduled for completion in Spring, 2022.

Nearly 300 acres of the A-1 zoning consists of the Parrish Plantation Planned Development, located at the southeast intersection of S.R. 62 and U.S. Highway 301 (approximately 264.44 acres). The Parrish Plantation project consists of 116,100 square feet of commercial uses, 83,000 square feet of office uses, and 488 residential units (222 of the units are permitted to be developed as single family attached residential units). The project was approved by the Board of County Commissioners. The development approval expires on April 17, 2021.

A map of the recently approved and pending projects is provided on the next page to reflect the projects near and within the study area. It is nearly the same as the previous map; however, a more extensive area is reflected. Note that the projects are also numbered. The list below provides additional information about the projects.

Table 3: Manatee County Recently Approved and Pending Projects		
Number On Map	Project Name	Type
142	West Coast Church Building Addition and Parking	COM-A
281	Derel Trust	COM-A
255	Coutts Subdivision	RES-A
311	Silver Pope	RES-A
324	Denali Acres Subdivision	RES-A
425	Lexington Addition	RES-A
449	Lexington/Meadow Pond	RES-A
541	Pristine Pointe	RES-A
543	Willow Bend / Moran	RES-A
567	Copperstone (FKA Valencia Groves)	RES-A
580	Morgans Glen	MIX-A
602	Parrish Plantation	RES-A
662	Michael Todd Reed / C & K Barbeque	COM-P
672	1 st Manatee Bank (FKA Parrish Bank)	COM-A
712	Summer Woods / Wetherington	MIX-A

Source: Manatee County 20-Year Water Distribution System Master Plan Update, June 2013

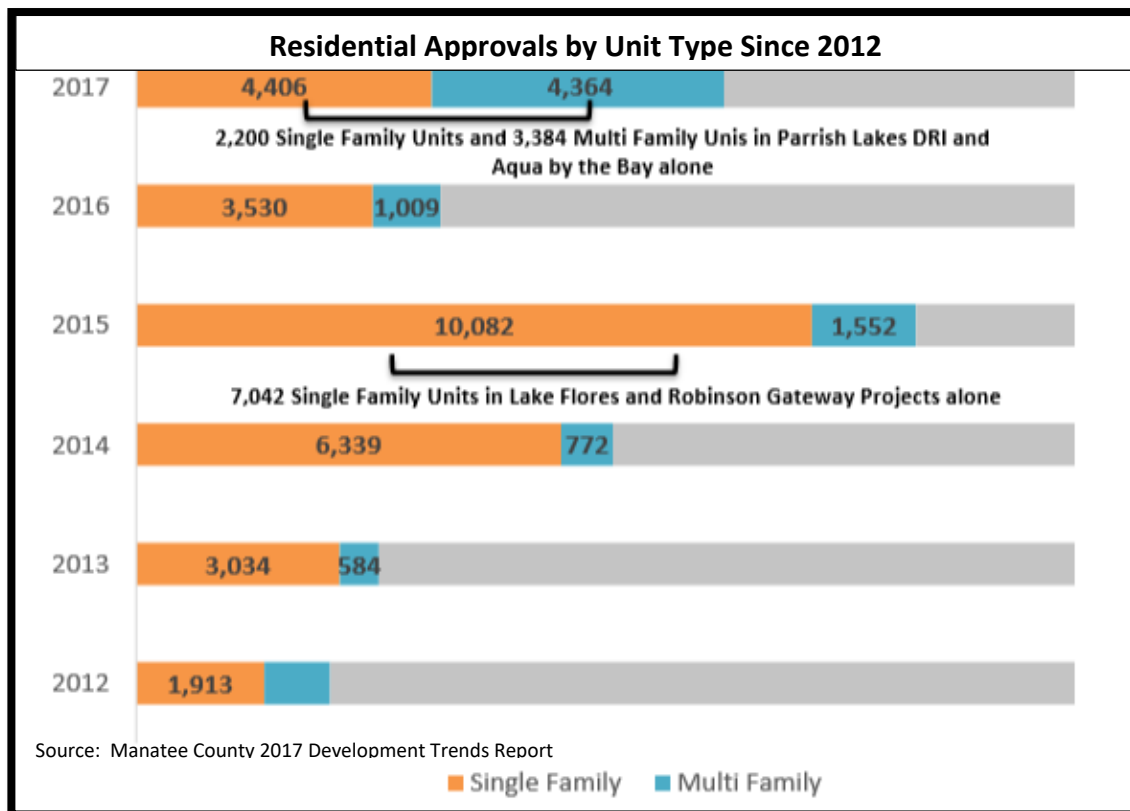


Residential Approval Trends

In February 2017, a single development request was approved that provided three options for future development. All three options have been incorporated into the tracking table, as a result this table overestimates or ‘double counts’ the approved development potential, as only one option will ultimately be developed.

This overestimation includes a 234 bed assisted living facility (equivalent to 39 single family residential units when converted), as well as the option for a 160 unit multi-family development. The third option is for non-residential development.

The significant increase in residential approvals during October is the result the Parrish Lakes DRI (2,200 single family units and 1,100 multi-family units), and Long Bar Pointe/Aqua by the Bay (2,384 multi-family residential units).

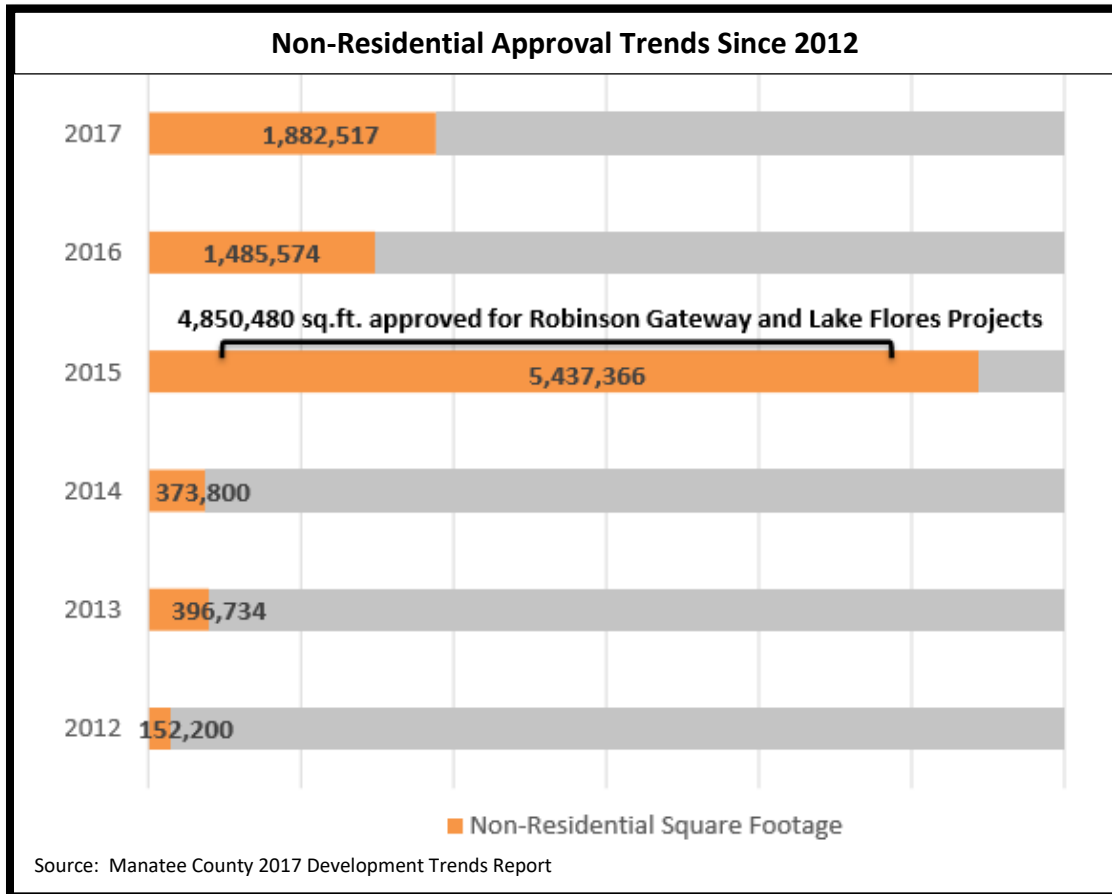


Non-Residential Approval Trends

In the first two months of 2017, a total of 416,698 square feet of nonresidential development was approved. In February 2017, a single development request that provided three options for future development was approved. All three options have been incorporated into the tracking table, as a result this table overestimates or ‘double counts’ the approved development potential, as only one option will ultimately be developed.

This overestimation includes 99,516 square feet of non-residential approvals that may not be developed if an alternative option is selected at the time of development.

In October, non-residential approvals increased by more than 1,000,000 square feet. This significant increase is due to approvals for Ellenton Commerce Park (520,500 square feet of non-residential) and Parrish Lakes DRI (450,000 square feet of non-residential).



Public Plans and Policies Summary

Parrish is growing and Manatee County has acknowledged as much with its plans for connected trails, road and infrastructure improvements, and the Comprehensive Plan. Parrish Village growth is inevitable. The expansion of Ft. Hamer Road, the new high school, the proposed State College of Florida campus, Parrish Lakes DRI, and other approved developments (both private and public) come with perks and challenges.

The perks could include an increased tax base for the County; and, improved neighborhood demographics that attract and sustain more commercial retail uses. The challenges would certainly include keeping pace with infrastructure needs and the inability to meet level of service benchmarks established in the County's Comprehensive Plan. Either way, the

prospects for Parrish Village will improve if a few minor tweaks with regard to land use and development regulations are accommodated.

In addition, as the County grows, it must actively explore the possibility of increasing its revenues to accommodate the growing needs of its new citizens. While fees aren't always the best alternative to increasing revenue, the County has done the research and analysis to sufficiently support new impact fees, such as the Parks impact fee that is contemplated in the Master Parks and Recreation Plan. Connectivity and additional mobility options are vital for Parrish Village in the coming years and decades.

Opportunities exist to develop a long-term plan for a well-connected transit and multi-modal network for Parrish as the population grows. Multiple and convenient transit options for entering into (and leaving) the Parrish area will mean that businesses that locate in Parrish will have access unlimited to the regional labor pool because potential employees won't solely rely upon cars to get to work.

Construction of the trails identified in the 2013 Bicycle and Pedestrian Plan by the Sarasota/Manatee Metropolitan Planning Organization (MPO) and securing funding for future trail projects identified in the Manatee County Greenways Master Plan are both key pieces of the future for Manatee County Greenways and Trails. This will bring the connectivity to the Parrish area that is much needed for its future success.

The community has also actively been involved with planning for the anticipated growth by creating "The Parrish Village Dream" (Appendix A). The Plan includes the use of 19.9 acres of County-owned lands for the public. Located just east of the new high school, the land is currently referred to as Central Park, and the Parrish Civic Association (PCA) would like to see recreational open space and other public amenities on the site. The PCA's ultimate goal is to provide a vibrant community with a mix of residential, commercial, recreation, and supporting retail uses.

Stakeholder and Community Input

Community Stakeholder Interviews - The initial data collection began with an outreach process that included one-on-one interviews with several Parrish area stakeholders. The list of Stakeholders was provided by the Manatee County Neighborhood Services Department.

Analysis of Stakeholder Perceptions - The comments and recurring themes from the interviews can be organized into four main topic areas: Economics/Market, Connectivity and Pedestrian Safety, Civic and Open Spaces, and Land Use, Zoning and New Development.

Economics/Market

“The study area needs destinations that draw more people to Parrish and creates a sense of place.”

“The business owners do not live in Parrish; therefore, they are not invested in the area.”

Connectivity and Pedestrian Safety

Stakeholders noted that roadways in the study area do not include a safe and connected pedestrian and bicycle network. Throughout the study area, there are streets that lack proper width and paving. The sidewalk network is inconsistent – in connections and standard width.

“Parrish needs more sidewalks, lighting, trees (like Lakewood Ranch Boulevard), and we need to get rid of the streets that lead to nowhere.”

“The local roads are too narrow, and need to be paved.”

“301 and 675 is a deadly and dangerous intersection.”

“Parrish needs a funded Transportation Plan.”

Land Use, Zoning and New Development

“A Master Plan for the area is overdue. “

“The development concept plan must consider the established neighborhoods in Parrish, as well as the study area’s heritage and southern charm.”

“Architectural design guidelines should be maintained.”

“Infrastructure is a huge impediment to Parrish’s progress. The infrastructure needs must be addressed in the Neighborhood Action Plan.”

“Considering the existing middle school, development of the new high school and the South College of Florida development located northeast corner of Erie and Martha Roads and consisting of 81 acres; the study area could feasibly become an educational hub.”

“Currently, there is no vision. There is no plan. There should be a great deal of focus on assembling parcels to create opportunities for a real vision and plan for the Parrish Area.”

Civic and Open Spaces

“Establish a commitment with an established deadline to complete Central Park.”

“Parrish needs more sidewalks, lighting, trees (like Lakewood Ranch Boulevard), and we need to get rid of the streets that lead to nowhere.”

“The study area needs destinations that draw more people to Parrish and creates a sense of place.”

“The Central Park project should be fast-tracked.”

Placemaking. As expressed by the Project for Public Spaces, “Placemaking capitalizes on a local community's assets, inspiration, and potential, with the intention of creating public spaces that promote people's health, happiness, and well-being.” If a place is designed well, it will appeal to many people and attract those from all walks of life for their enjoyment. Ultimately, the people of Parrish Village want their community to be a place that attracts people and businesses and activities; therefore, stakeholders were asked to think about some of the best places they’ve lived, visited, or dreamed about.

Ideal Places. Stakeholders were asked to name a place that mirrors their vision for Parrish Village in the future. The responses included:

1. Riverside in Bradenton, FL
2. Mount Dora
3. Mainstreet at Lakewood Ranch
4. (New) St. Petersburg Downtown
5. Southside Village in Sarasota, FL
6. Collierville, TN
7. Dunedin, FL

For each “ideal” area, the following images were referenced to understand the vision for the community:

- Location Map
- Restaurants
- Downtown or Commercial areas
- Community Events
- Train Station (if one exists)
- Parks
- Pedestrian/Sidewalks/People Friendly

The images are provided in Appendix A, Ideal Places.

Parrish Civic Association Community Meeting

A community meeting for the Parrish Village neighbors was held on January 24, 2019.

Goal Prioritization Exercises. Neighbors were asked to vote, using colored dots, for three (3) items on each board that they felt should be prioritized in the Parrish Village NAP. The “priority board” topics were Complete Streets Principles and Neighborhood Program Area Priorities. The purpose of this exercise was to help the consultant understand what physical features are important to the neighborhood, in order to understand how the concept plan might support these priorities.

The priorities selected by the meeting attendees for the Neighborhood Program Area board are listed below.

- Civic Spaces, Green Spaces and Parks
- Civic, Cultural and Social Activities
- Neighborhood Businesses
- Sidewalks and Pedestrian Safety
- Neighborhood Pride and Identity

The participants were asked to select the most important principles that should define Complete Streets in Parrish Village. The priorities selected by the meeting attendees for the Complete Streets Principles board are listed below.

- Sidewalks
- Street Lighting
- Traffic Calming
- Green Streets
- Street Trees

Input provided at the community meeting revealed that the community valued:

- Quality public space with activities for everyone (age, ability, interest).
- Open spaces and parks.
- Unique and varied opportunities for socializing and entertainment/dining.
- A safe pedestrian environment, complete with sidewalk connections, street trees and lighting.
- A place that complements and promotes the Parrish neighborhoods and the community's historic elements

Recommendations, based upon Public Input and Stakeholder Interviews

- Plan transportation infrastructure improvements that allow the efficient movement of traffic within and through the area without being over intensive.
- A pedestrian circulation plan should be created to further identify areas of opportunity for enhanced pedestrian facilities and other non-vehicular connections across major arterials with connections to the surrounding neighborhoods and anchor developments.
- Encourage the introduction of multi-modal transportation options, such as pedestrian and bicycle facilities that are both internal and external to neighborhoods.
- (The residents of Parrish are leaving their community to enjoy places in the secondary market.) A master site plan should include incentives for development of business and entertainment uses that will attract a broad spectrum of employers and consumers.
- Open spaces that enhance the appearance of the study area and provide active and passive recreational opportunities for residents, workers and visitors.
- Identify a dedicated funding source for construction of Parrish Civic Association's proposed Central Park and amenities.

SOCIO-ECONOMIC DATA

Education - 7.1 percent of area residents do not have a high school diploma, and 22.7 percent have only a high school degree or alternative credential (i.e. GED). Just over 70 percent have completed some college (42.4%) or have earned a bachelor's graduate, or professional degree (27.9%).

Table 4: Educational Attainment			
	High School Diploma or GED	Some College or Associate Degree	Bachelor's Degree or Higher
Parrish Village	22.74%	42.4%	27.9%
Manatee County	30.6%	29.2%	29.1%
MSA	29.7%	29.8%	32%

Development of Housing - The number of housing units in the Parrish Village study area increased by 208 percent between 2000 (160 housing units) and 2018 (494 units). The homeownership rate remains consistent and has increased between 2000 and 2018 from 73.8 percent to 81.6 percent.

Housing Valuation - The 2018 median home value in the Parrish Village study area was \$247,083 and is expected to increase by 11.7 percent (\$275,994) in 2023. The average home value in 2018 was \$307,754, with an expected increase to \$398,791 in 2023.

Home Ownership – According to the American Community Survey, 66.4 percent of owner-occupied housing in Parrish has a mortgage, whereas 33.6 percent do not. The average value of housing units with a mortgage (\$315,490) is significantly higher than those without a mortgage (\$165,023). Data indicates 17.1 percent of mortgage holders are considered cost-burdened, which means they are paying 30 percent or more of their household income on housing costs. The majority of renters (77.8 percent) pay between \$1,500 and \$1,999 per month in rent.⁹ Nearly 65% of renters in the study area are cost burdened, which is a much higher rate than that for the County and Metropolitan Statistical Area (MSA), with 59.5% and 51.2%, respectively.

Table 5: Median Household Income and Housing Costs			
	Rental Housing Burdened	Mortgage Housing Burdened	Median Household Income
Parrish Village	64.40%	17.10%	\$58,582
Manatee County	59.50%	14.10%	\$54,132
MSA	51.20%	18.20%	\$54,175

⁹ Ibid.

Housing Mix - Single family housing is the most frequently built housing type within the area. 81.8 percent of homes are detached single family, and 6.5 percent are attached single family. The remaining housing (11.7 percent) consists of mobile homes. The majority of Parrish homes were built between 2000 and 2009 (55.7 percent). 19.9 percent of homes were built in 2010 or later, providing the area with considerably new housing stock. Homes built between 1990 and 1999 represent 10.9 percent of Parrish housing.¹⁰

Household Trends - 32.9 percent of households in the area have children, and 3.7 percent are multigenerational households. 76.4 percent are family households, and 5.8 percent of households. 17.9 percent of households are single-person households, and 6.9 percent of households are unmarried partner households, with .9 percent identifying as same-sex. The average household size is 2.74 persons and will remain approximately the same through 2023. The average nonfamily household size is 1.44 persons.¹¹

Income - The median household income in the study area is \$58,582, and the per capita income is \$29,945. This is significantly greater than the median household income for the County as a whole (\$54,132) and slightly more than the countywide per capita income (\$29,140).¹² In two income categories, residents of the Parrish Improvement Area earn more than Manatee County residents: \$50,000-\$74,999 (28.3 percent of residents – 9.2 percent greater than the rest of the County) and \$75,000-\$99,999 (16.4 percent – 4.1 percent greater than the rest of the County). 3.5 percent of area residents receive food stamps.

Table 6: Population with No Health Insurance				
	< 18	18-34	35-64	65+
Parrish Village	0.80%	1.60%	1.10%	0.00%
Manatee County	1.60%	5.60%	7.00%	0.10%
MSA	1.50%	4.90%	7.30%	0.20%

Presence of a Disability - 117 households have at least one person with a disability.

Business and Employment Levels - The unemployment rate in the area is 5.5 percent, compared to the County unemployment rate of 4.7 percent.¹³ 72 percent of area residents are employed in white collar jobs, 19 percent are employed in the blue-collar sector, and 9 percent are in the services industries.

¹⁰ Ibid.

¹¹ US Census, 2010.

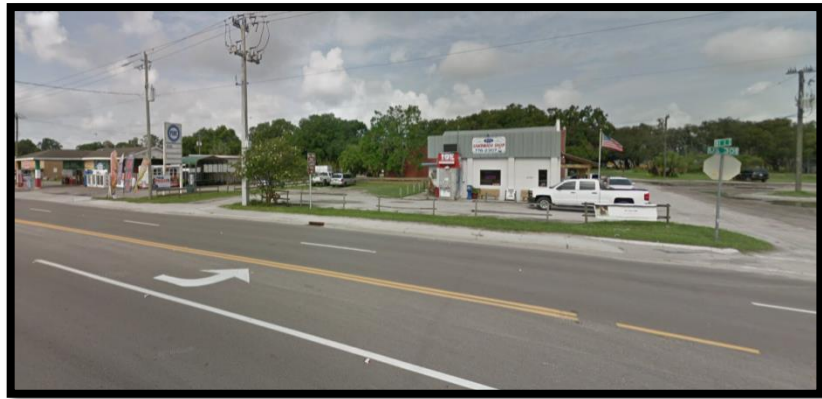
¹² Esri, 2012-2016 American Community Survey

¹³ Ibid.

Table 7: Unemployment and Poverty		
	Unemployment	Below Poverty
Parrish Village	5.50%	5.10%
Manatee County	4.70%	12.30%
MSA	4.50%	11.10%

Business Facts: Daytime Employment - There are 44 businesses in the area with 207 total employees. The total daytime population is 831 persons—197 (23.7 percent) of which are workers, and 634 (76.9 percent) are residents.

Commuting Trends - The area has 702 workers over the age of 16, and 88.6 percent drive to work alone. Workers that carpool consist of 7.6 percent, and only 0.7 percent walk to work.



DEVELOPMENT/REDEVELOPMENT SUITABILITY ANALYSIS

The development and redevelopment suitability analysis for the Parrish Village study area was completed using data and information provided by the Manatee County Property Appraiser. To identify key parcels and areas most suitable for development and redevelopment, a GIS analysis of parcels within the study area was conducted. Using a combination of Property Appraiser data, including parcel size, land and building value, environmental constraints, construction year, and improvement values, it was determined that the Parrish Village study area has a total of 713 parcels, consisting of approximately 2,112 acres.

The first step was to locate parcels with development potential. Second, parcels with redevelopment potential were identified. The two analyses are described below with more details explaining the steps.

Development Potential - Parcels classified as “vacant land” in the existing land use were determined to have development potential. In addition, other classified existing uses (i.e. agriculture, commercial, residential) without Property Appraiser data for building characteristics (value, square footage, etc.) were also determined to have development potential. Combined, these two criteria identified the base pool of parcels upon which to further analyze. The base pool included 326 parcels and 1,231 acres.

To ensure feasibility, parcels that were classified homeowner association, right-of-way, commercial parking, outside storage or other dependent commercial use parcels were excluded from consideration for the development potential analysis. This resulted in 276 remaining parcels and 1,169 acres.

Sites were then identified for elimination if they are currently under development or were recently approved for development (see projects on page 47 and 48). Significant development approvals have been issued for property within the study area, and as such, the development potential pool was reduced to 255 parcels and 937 acres. A final assessment was conducted to eliminate any parcels that feasibly would not be conducive for development, such as narrow strips of land along rights-of-way. This assessment also eliminated the southern high school parcel, which is identified as “vacant” by the property appraiser. This final assessment resulted in the parcel pool that was deemed to have “Development Potential” and included 242 parcels with 666 acres.

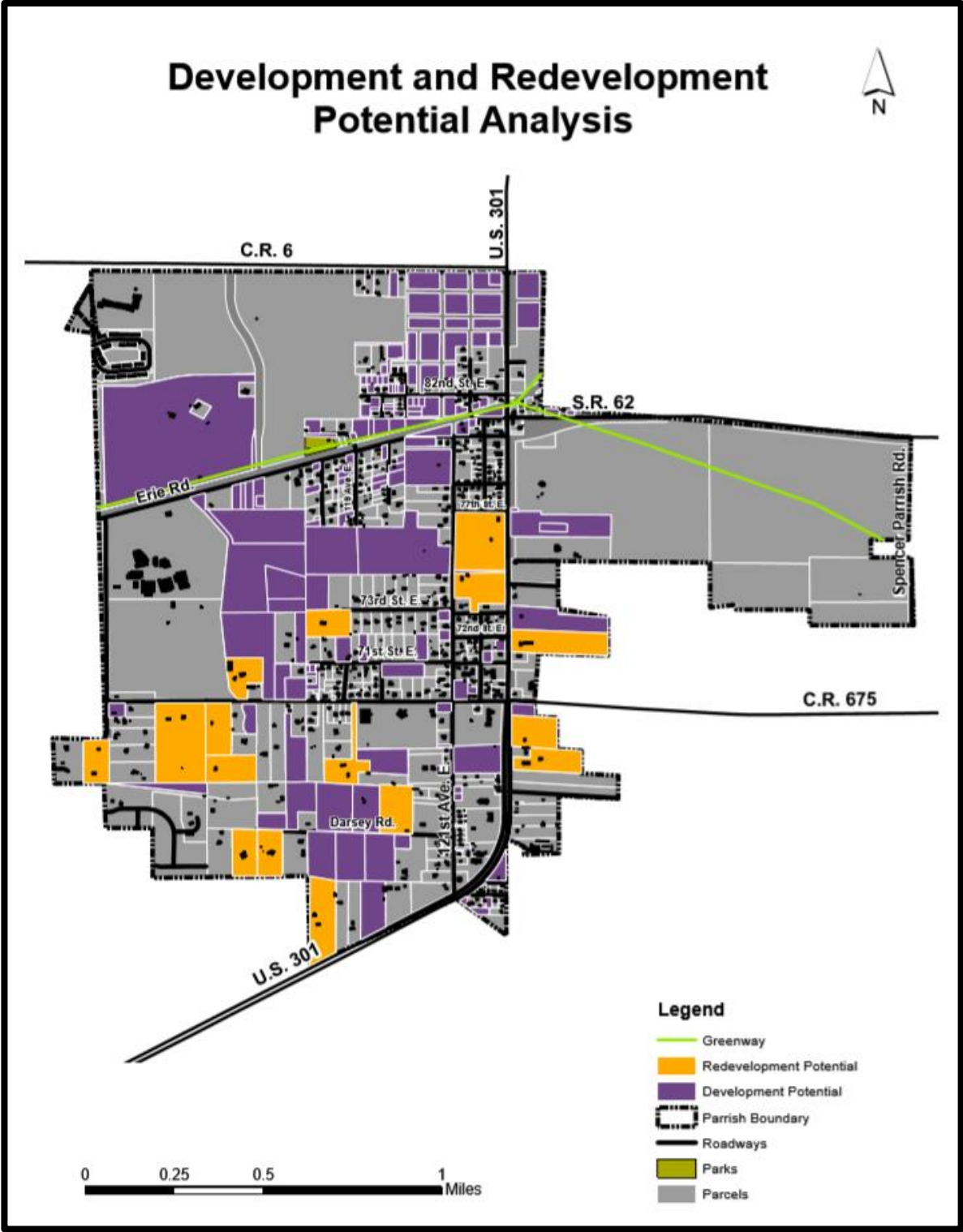
Re-development Potential – A separate analysis was conducted to determine re-development potential for parcels that have existing improvements on site. This analysis required a review of the ownership, existing use classification, building values, and total parcel value for the parcels in the study area. First, parcels identified as having “development potential” were removed. Second, ownership data was used to pinpoint and eliminate all parcels owned by public entities. Next, parcels with existing uses classified as community uses, golf courses, churches, cemeteries, orphanages, public and private

schools, transportation and all other public uses were isolated and removed, as well as all parcels that were previously identified in the “Development Potential”. This initial assessment resulted in 534 parcels (1,315 acres) being identified with Redevelopment Potential.

The remaining parcels underwent a utilization analysis, which is a key step in identifying parcels that are suitable for redevelopment. The utilization analysis considers development intensity and building value-to-total value ratio to determine if a parcel is underutilized. A parcel was determined to be underutilized if the building value as a percent of total value was 50% or less. After this analysis, 283 parcels with 1,090 acres remained with Redevelopment Potential.

Next, to ensure development feasibility, the analysis eliminated smaller parcels – those with less than five (5) acres of land. This small parcel elimination resulted in the remaining 40 parcels consisting of 925 acres. Finally, the pool of parcels was analyzed to remove any parcels that were recently approved for development. After this final analysis, 18 parcels with 132 acres of land were identified as having “Redevelopment Potential”.

Table 8: Parcels Most Suitable for Development and Redevelopment			
	Development Potential Sites	Redevelopment Potential Sites	Total Study Area
All Development/Redevelopment Sites			
Number of Parcels	242 parcels	18 parcels	713 parcels
Acres	666 acres	132 acres	2,112 acres
Source: Manatee County GIS and Neighborhood Services Division, TMPG			



Key Properties for Development and Redevelopment

Key Properties identified – Clusters of parcels were grouped and identified as “Main Street North Anchor”, and “South Anchor”. These areas, along with other properties of interest (potential redevelopment sites), will become critical in achieving the goals of the NAP and accommodating the type of development portrayed in the study area’s Concept Plan.



MARKET AND TRADE AREA DATA & ANALYSIS

Market and Trade Area Conditions - For purposes of this study, the primary trade area for Parrish Village is defined in terms of a maximum 10-minute drive from the traditional core business area¹⁴ and the secondary trade area in terms of a maximum 15-minute drive. It is important to note that, currently, the Parrish area is relatively underdeveloped and that future land uses, as identified elsewhere in this report, will tend to decrease the market and trade areas due to increased congestion. On the other hand, new development will bring additional market demand to Parrish. Transportation elements will likely be the greatest catalyst for future development. Currently, Parrish is roughly 45 minutes from downtown St. Petersburg and about the same to Tampa. For many demographics, particularly professional couples with school age children, that commute time is considered worthy of the tradeoff for a rural or semi-rural lifestyle. Parrish will also be competing with other available areas between Tampa and the study area, but is very attractive and more competitive with the St. Petersburg employment center.

The largest segments of the primary trade area consist of a few key socioeconomic groups¹⁵.

Nearly one-quarter of the area is comprised of an older cohort with a median age of 72.3 years. These residents favor communities designed for senior or assisted living. Most of these householders are homeowners, although their housing varies from mobile homes to single-family residences. These seniors are informed, independent, and involved, have a low labor force participation rate, but, if employed, tend to be self-employed or part-timers, commonly in real estate, retail, or the arts. Their income derives primarily from Social Security, retirement, or investments. These consumers have definite opinions about their spending, focusing on price, but not at the expense of quality. They prefer to use coupons and buy American and environmentally safe products.

The next largest socioeconomic segment, comprising about 22% of the total primary trade and market area, are also seniors, at or approaching retirement, with below average labor force participation and above average net worth. Their lifestyle is more country than urban. They are generous, but not spendthrifts. Almost 42% of households are receiving Social Security. They are primarily married couples, but with a growing share of singles. They live in settled neighborhoods with slow rates of change and have lived in the same house for years. They are traditional, not trendy, opting for convenience and comfort. They also are attentive to price, but not at the expense of quality.

The third largest group, with about 14% of the total households, are the so called Soccer Moms. They are an affluent, family-oriented market with a country flavor. They are partial

¹⁴ The core business area for the purposes of market and trade area definition is at approximately 12210 71st Street East, Parrish, Florida 34219. We believe this point specification, while somewhat arbitrary, captures the current and future central tendencies around the core transportation routes.

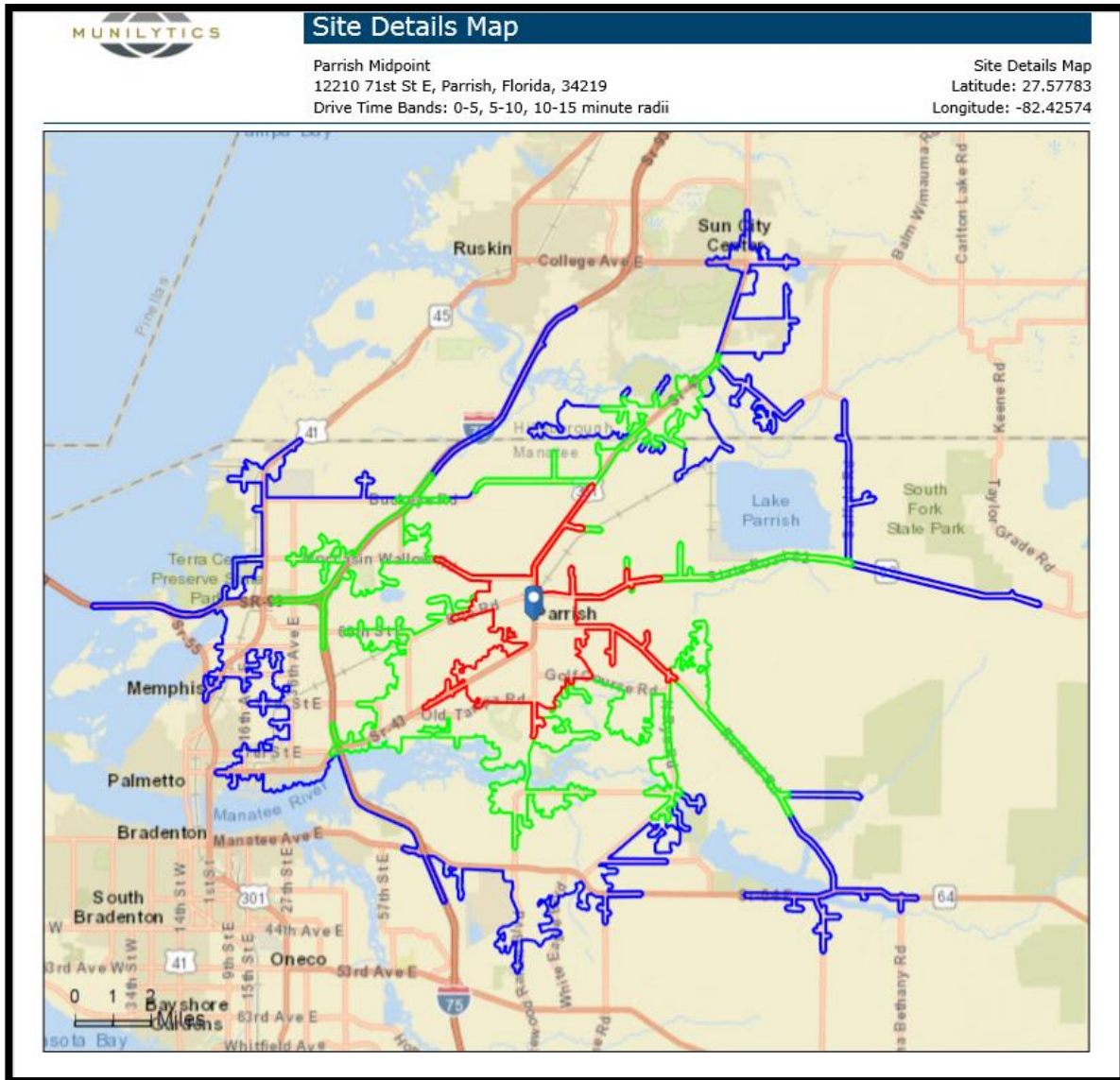
¹⁵ The socioeconomic descriptions are adapted from Esri's Tapestry Segmentation geodemographic system that identifies markets based upon socioeconomic and demographic characteristics.

to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits. Most households have 2 or 3 vehicles and have a long travel time to work, including a disproportionate number commuting to or from a different county. The largest three socioeconomic groups comprise nearly 60% of the total population.

The area will likely change over the near term with more residents comprising neighborhoods transformed from the easy pace of country living to semirural subdivisions. Residents will be conservative, family-oriented consumers. They are thrifty but willing to carry some debt and are already investing in their futures. This market is younger but growing in size and assets. They have traditional values of faith, country, and family. They will be joined by a growing number of residents whose lifestyle features country living and self-reliance. They are avid do-it-yourselfers, maintaining and remodeling their homes. Outdoor living also features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf.

The secondary trade and market area is more diversified and includes, in addition to the previously mentioned socioeconomic groups, residents that embrace an urbane lifestyle that includes support of the arts, travel, and extensive reading. They are professional couples or single households without children and have the time to focus on their homes and their interests. The population is slightly older and already planning for their retirement. They are joined by other residents who are well-educated career professionals that have prospered through the Great Recession. To maintain their upscale suburban lifestyles, these goal oriented couples work, often commuting far and working long hours. However, their schedules are fine-tuned to meet the needs of their school age children. They are financially savvy, invest wisely, and benefit from interest and dividend income. So far, these established families have accumulated an average of \$1.6 million dollars in net worth, and their annual household income runs at more than twice the US level. They take pride in their newer homes and spend valuable time and energy upgrading. Their homes are furnished with the latest in-home trends, including finished basements equipped with home gyms and in-home theaters.

The current market and trade area as defined in our drive time criteria is illustrated in the following Site Details Map:



As you can see from the Site Details Map, the primary market and trade area stretches as far north as southern Manatee County and almost to SR-64 (Manatee Avenue East). The easterly reach is limited by the few local roadways currently available, but to the west, the primary area reaches much of I-75.

The secondary market and trade area extends to the Sunshine Skyway Bridge to the west, Sun City Center to the north, and to much of SR-64 (Manatee Avenue East) to I-75. Downtown Bradenton and Sarasota are also in play for destination retail and home ownership.

Demographic and Household Trends

Forecasts for growth in the Parrish area are promising. In the primary market and trade area, households and population are expected to grow by roughly 2.5 to 5 percent, mostly from people who will own their own homes. The expected growth will be much greater than that experienced statewide or at the national level. Currently the primary area has 9,202 households and 21,674 people. This is expected to grow by 1,228 households and 3,135 people. Household median income is expected to rise annually by between roughly 2-3 percent, from its current \$58,610 to \$67,223 by 2023. The area becomes more affluent with household incomes moving up in all income groups. The area also becomes slightly older in the primary market and trade area. The area remains overwhelmingly white, but Hispanics will make up a larger percentage of the population. Median disposable income in the primary area is \$50,622, or about 86 percent of the median household income and this is roughly skewed to the left tail of the \$69,388 disposable income in the 45-54 age cohort. We would expect this ratio of disposable income to median income to slightly increase due to changes in federal tax law and the limitations to taxation of household wealth in place under state laws.

In the secondary market and trade area, population is expected to increase by 3.18 percent annually to 59,714 people, an increase of 8,662 persons. Households, which will continue to be overwhelmingly by those owning their own homes, will increase by 3,281 to 22,905 households. Median household income in this secondary trade area is greater than the primary trade area and will increase by 2.91 percent annually, from \$63,063 to \$72,793. In the projection period, the secondary trade area sees increases in most income tranches. As with the primary area, the secondary trade and market area becomes slightly older, remains overwhelmingly white, but also sees increases in the Hispanic population. Median disposable income in the primary area is \$53,297, or about 85 percent of the median household income and this is roughly normally distributed around the \$73,333 disposable income in the 45-54 age cohort, but with a strong tilt towards the lower income range. We would also expect this ratio of disposable income to median income to slightly increase due to changes in federal tax law and the limitations to taxation of household wealth in place under state laws.

The median net worth of the primary market and trade area is \$252,074 but the average net worth is \$1,415,971. The average net worth in the 45-64 groupings indicate a favorable demographic for retail. Interestingly, this reflects a decline in the secondary market and trade area to a median of \$211,057 and an average of \$1,102,140, but the market is still favorable for retail. We believe this decline reflects the more rural nature of the secondary market and trade area as you move further away from the central point defined above.

Appendix C provides illustrative charts and detailed tables that reflect the current and expected changes in demographics for the primary and secondary market and trade areas.

Existing Businesses - Parrish Village is estimated to have 44 local businesses which employed 207 workers in 2018. The Service Industry has the largest number of businesses (12) and employed 51 workers.

Table 9: Business Summary, 2018

Industry by SIC Code	Business		Employees	
	Number	Percentage	Number	Percentage
Agriculture & Mining	4	9.1%	41	19.8%
Construction	9	20.5%	24	11.6%
Manufacturing	1	2.3%	5	2.4%
Transportation	2	4.5%	10	4.8%
Communication	0	0%	4	1.9%
Utility	0	0%	0	0%
Wholesale Trade	3	6.8%	8	3.9%
Retail Trade	5	11.4%	27	13.0%
Finance, Insurance, Real Estate	4	9.1%	15	7.2%
Services	12	27.3%	51	24.6%
Government	1	2.3%	21	10.1%
Unclassified Establishments	4	9.1%	1	.5%
TOTALS	44	100%	207	100%
Source: ESRI ArcGIS Business Analyst, 2018				

Retail Trade Potential Analysis - Retail trade or market potential measurements tend to measure the relative likelihood that the adults or households in an area exhibit certain behaviors or purchasing patterns compared to the nation as a whole. A market potential index (MPI) of 100 means that the area has the same tendencies as the entire nation. An index greater than 100 indicates that an area is more likely than the nation as whole to display tendencies toward the purchase of certain goods or services. Conversely, an MPI of less than 100 means that the tendency is less.

In both the primary and secondary trade areas, Parrish has MPI's exceeding 100 in the overwhelming number of products or behaviors. Taken together with the fact that the area also has leakages in most industry groups, we are inclined to believe that with additional population, many of these products could be addressed within the trade area. In short, there is a large positive retail trade potential in Parrish which should be even greater as development occurs.

Consumer Spending (Table 5) shows the estimated annual consumer spending habits by type of expenses for Parrish Village residents. The largest expenditures are for Shelter followed by Health Care, Food at Home, and Food Away from Home.

Table 10: Consumer Spending, 2018

Type	MPI	Average Spent per Household	Total Spent
Apparel & Services	107	\$2,300.51	\$1,313,593
Education	104	\$1,653.17	\$943,958
Entertainment/Recreation	113	\$3,679.71	\$2,101,117
Food at Home	111	\$5,754.58	\$3,285,868
Food Away from Home	109	\$3,996.45	\$2,281,971
Health Care	119	\$7,061.84	\$4,032,313
Household Furnishings & Equipment	111	\$2,367.81	\$1,352,022
Personal Care Products & Services	112	\$994.33	\$567,764
Shelter	107	\$19,764.30	\$11,285,418
Support Payments/Cash Contributions/Gifts In Kind	117	\$2,891.57	\$1,651,088
Travel	109	\$2,448.51	\$1,398,097
Vehicle Maintenance & Repairs	113	\$1,293.59	\$738,639

Source: ESRI ArcGIS Business Analyst, Total and Avg Spent per HH columns represent annual figures.

Consumer Spending Patterns and Retail Sales Analysis – Consumers who live in the Parrish primary and secondary trade and market areas largely spend their money outside of the community. The table below, Retail Gap Analysis, shows the 2018 retail GAP existing within a drive time band of 5-10 minutes for Parrish Village. A positive GAP indicates the retail potential opportunities that exist within the study area.

There are few areas where the supply of goods or services equals or exceeds the demand. Over \$210 million leaves the primary trade area annually, with \$185 million being lost to retail trade and \$24 million leaving for food and drink (Table 6). In the secondary trade area, \$186 million are spent in shops elsewhere, with \$156 million of that leaving for retail sales and \$29 million leaving for food and drink.

In the absence of new development, these losses will increase. More likely, though, is that as the area develops, the losses will decline. The goal is to identify the development the area would like to see occur and then find a way to capture that potential. Gaps between supply and demand are generally referred to as either a surplus or a leakage. Leakages afford the opportunity to capture underserved markets, as appears in Parrish.

Having leakages that present opportunity to business owners seems clear enough, but many businesses require a certain ‘critical mass’ which is a blend of population and discretionary income. The current Parrish demographics show a large percentage of households that are older and less inclined to spend money when compared to a younger cohort. Plus, the total population makes it less attractive to business owners to invest. However, the area appears to be on the verge of change.

Appendix D provides all of the collected data for the primary and secondary trade and market areas, with additional detail for the industry groups where leakages occur and

Table 11: Retail Gap Analysis, Parrish Village Primary Trade Area				
Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor
Motor Vehicle & Parts Dealers	\$65,673,692	\$6,645,790	\$59,027,902	81.6
Furniture & Home Furnishings Stores	\$11,188,187	\$1,993,157	\$9,195,030	69.8
Electronics & Appliance Stores	\$8,625,916	\$585,332	\$8,040,584	87.3
Building Materials, Garden Equip. & Supply Stores	\$22,202,370	\$2,957,355	\$19,245,015	76.5
Food & Beverage Stores	\$52,439,300	\$38,952,387	\$13,486,913	14.8
Health & Personal Care Stores	\$20,813,323	\$41,945,343	-\$21,132,020	-33.7
Gasoline Stations	\$30,731,933	\$2,476,917	\$28,255,016	85.1
Clothing & Clothing Accessories Stores	\$14,792,817	\$7,944,365	\$6,848,452	30.1
Sporting Goods, Hobby, Book & Music Stores	\$7,322,952	\$862,869	\$6,460,083	78.9
General Merchandise Stores	\$48,740,863	\$2,560,047	\$46,180,816	90.0
Miscellaneous Store Retailers	\$12,374,605	\$10,555,850	\$1,818,755	7.9
Non-store Retailers	\$7,973,960	\$0	\$7,973,960	100.0
Food Services & Drinking Places	\$31,901,518	\$7,168,267	\$24,733,251	63.3
Source: ESRI ArcGIS Business Analyst				

where opportunity may present itself. As a minimum, an economic development case or target marketing to specific industries would be warranted for redevelopment of the area.

Existing Shopping Centers - There are three major shopping centers located in the primary market and trade area:

- Creekside Commons, located about 4 miles southwest of the center of our study area, is recently opened Walmart-anchored center with 18 additional stores and a total of about 300,000 sf of gross leasing area. It is located at the northeast corner of Erie Road and Old Tampa Road.
- North River Village is a 193,111 square foot center with 22 stores, including Kmart, TJ Maxx, and a Bealls Outlet Store. It is located at US 301 and 60th Avenue in Ellenton, about 5.5 miles southwest of our study area center.

- Ellenton Premium Outlets, located at I-75 and US-301, is about 6 miles southwest of the center of the study area and has about 130 stores with a total of 477,000 sf of gross leasing area.

There are also some other neighborhood shopping centers that are in the trade areas:

- Parkwood Square Shopping Center located on US-301 near Erie road, is a relatively new 92,000 sf center anchored by a Publix supermarket.
- Ridgewood Plaza Shopping Center, an older neighborhood center anchored by an Ace Hardware and Dollar General stores and various smaller local retailers and restaurants, located on US-301 in Ellenton.

With the opening of the Creekside Commons shopping center, which is anchored by Walmart, it is possible the leakage in many of the industry categories will decline or be eliminated. Creekside Commons opened after the most recent Leakage/Surplus analysis of the area. Walmart typically captures much of the leakage in many of the categories in the primary and secondary trade area, so future land uses and strategies will need to differentiate the Parrish areas that need redevelopment. Fortunately, there are many potential voids that could be filled with the right targeting and planning.

Analysis of Market Potential for Various Land Uses - Any retail opportunities in the Parrish study area must occur along the arterial roadways. The lack of accessibility and visibility elsewhere would make commercial sites for retail uses unviable. Clearly, recent activity for new subdivisions has started to encroach on the greater Parrish area. These homes and the discretionary income that they bring afford greater opportunities for commercial development. In our opinion, commercial development only makes sense along US-301. New developments further north of the study area could be attracted into commercial areas of development along the US-301 corridor.

Were Erie Road to be widened and aligned with C-62 (Wauchula Rd), additional future commercial development opportunities would likely be possible. It is likely in the near future that a neighborhood shopping center with a grocery anchor would be built along the US-301 corridor. There is pent up demand for restaurants but no compelling reason for residents in the trade areas to venture into the Parrish study area absent some attraction to do so. Most of the traffic is south towards US-301, but that may change in the future as developments come online. The current uses along the corridor are piece meal, very small scale developments of various types that represent the usual rural or semi-rural patterns of development— varied uncoordinated land uses and zonings that either fail to complement one another or impede redevelopment.

Notwithstanding the negatives of the corridors, the underlying demographics can support additional retail development, particularly if combined with uses that are convenient to the subdivisions and schools that are being built. Of concern, though, is the likelihood that

neighborhood strip centers or small, individual parcels conducive to fast food or convenience retail will start to consume the commercial parcels available along the corridor. \$210 million leaves the trade area annually and this amount will grow as additional residential development occurs. As noted earlier in the report, most retail segments have leakage that could be captured. A “main street” or “town center” concept is attractive, but it would essentially be creating a downtown where one does not current exist. In our view, a mixed-used or mixed-income development would probably not be built in this area at this time.

The market information noted in the prior sections notes that the people being attracted to this area for new residential developments are looking to escape the more intense uses found in urban areas and city-centers and are willing to spend long commutes for a less congested and hurried lifestyle. They would very much be attracted to shopping areas that had more of a rural or country air to them, but one which they could easily drive to and which had convenient parking, but also had outdoor activities and spaces. The demographics support retail and restaurant opportunities in the area, but not any residential uses that are intense or built in conjunction with commercial uses.

The densities of the study area do not support any health care employment opportunities other than small clinics. Travel times to local hospitals and the sparseness of emergency medical units do not currently support any assisted care facilities.

The travel times, lack of convenient public transportation, and lack of nearby major employment centers do not indicate that affordable housing or mixed-income housing would be successful or attract the households that need them for these reasons.

It is not likely that any major employer or group of employers would choose to locate in the study area. There is no market for office in the study area. Likewise, small incubators or shared workspace developments would not seem appropriate for this area.

It bears keeping in mind the socioeconomic factors already in play in the trade area and those likely to dominate in the future. Roughly half the existing population is an older cohort and if they have discretionary income, they aren’t apt to spend it.

The newer developments seem to be attracting the Soccer Moms. Remember, they are an affluent, family-oriented market with a country flavor. They are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in the suburban wilderness offsets the hectic pace of two working parents with growing children. They will likely change the area over the near term with more residents comprising neighborhoods transformed from the easy pace of country living to semirural subdivisions. Residents will be conservative, family-oriented consumers. This market is younger but growing in size and assets. They have traditional values of faith, country, and family. They will be joined by a growing number of residents whose lifestyle features country living and self-reliance. They are avid do-it-yourselfers, maintaining and

remodeling their homes. Gardening, especially growing vegetables, is also a priority. Outdoor living also features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf. This is the demographic that will fill in around the Parrish study area. They will come for the country atmosphere but they won't be country folk. They will be tired of their commutes and will want to find convenience of things locally. They will want family-oriented outings and they will want to be outdoors. They will shun and oppose intense residential development and will prefer shopping online unless the local experience is enjoyable, but they will value their community where they've chosen to put down roots. Developments contrary to this demographics desires are likely to be met with resistance and would not likely be successful in any event for the reasons stated above.

REDEVELOPMENT CONCEPT PLAN

The Concept Plan is a culmination of the data and input that informed the previous section of this document. This includes the public input, market and trade assessment, socio-economic and demographic data, and the development suitability analysis. Collectively, these inputs formed the foundation of the Concept Plan.

This section of the Plan will become the primary blueprint for Parrish Village. It contains a set of development/redevelopment goals, and a redevelopment concept plan, and a proposed land use designation table, which helps define the desired character for future development. This should be the most referenced section of the Plan to inform and guide future policies and decision making for Parrish Village.

Communities must uniquely distinguish themselves from all other localities to attract new residents, visitors, shoppers, employees and businesses. The placemaking approach of engaging around existing assets supports this goal while also supporting the local culture and community. Neighbors and communities wish to have cultural, social, and entertainment opportunities within walking distance- or, with a variety of transportation options other than a car. Walkability not only helps to create a strong sense of place, it promotes a strong local economy and healthy lifestyle.

Currently, the study area consists of three future land use designations. The designations do not allow mixed uses, which is a disadvantage for the Parrish Village study area. The extensive growth and development in Parrish Village is not likely to end anytime soon, especially with the new high school, the community requested Central Park (11.2 acres), and approved Planned Unit Developments (Morgan's Glen and Parrish Plantation) totaling nearly 870 additional residential units, the Parrish campus for State College of Florida, and the extension of Ft. Hamer Road.

The intent of the Conceptual Plan is to promote and encourage development where tracts are suitable in size, location and character for the proposed uses. The conceptual plan also assumes that proposed uses and structures will be more precisely defined with land aggregation, land use amendments, and thorough level of service analyses; and, will be planned and developed in a unified and coordinated manner.

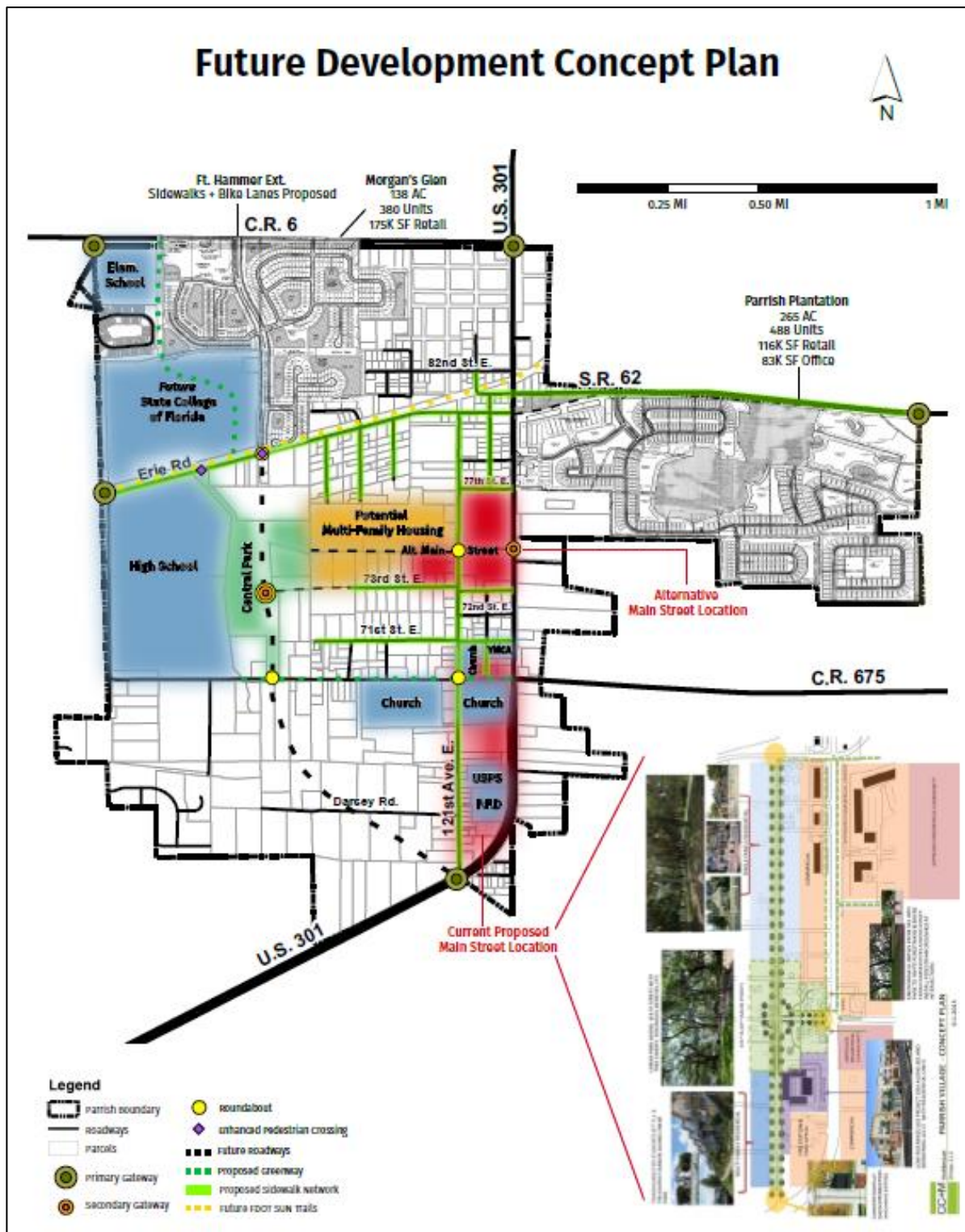
Placemaking (Creating a Place) - In addition to thinking about a future development program for the Parrish Village Main Street and Parrish Village Central Park, it is also important to placemaking to create a destination. This typically requires a combination of creating great public spaces along with programming to bring those spaces to life. Ideas such as hosting arts and crafts fairs, antique fairs, swap meets, farmers markets, and other celebrations around the historic station, Parrish Village Main Street, Parrish Village Central Park and within the proposed Academic Cluster Corridor will help create a destination versus merely a place to drive. It is important to think in terms of both public spaces and

events/programs to make the area an interesting destination and important neighborhood as opposed to a place people pass through on their way elsewhere.

Retail - Currently, the study area does not have enough households in the surrounding area to support retail development. As residential development occurs, the opportunity to develop neighborhood oriented retail increases. This opportunity is enhanced to the degree that a higher density traditional neighborhood development like the ones currently approved for the area to capitalize on its unique location.

This retail would likely serve as a village center and focal point for Parrish Village, as well as serve the surrounding community. As the residential and other development grows to critical mass over time there will be sufficient demand for community-oriented retail, such as a drug store, grocery store, dry cleaners, barber shop, restaurants, other neighborhood and convenience retail. Today the focus should be more on convenience retail.

Office - Office oriented employment is concentrated in just a few submarket areas of the County, typically in close proximity to executive housing and major retail centers. Because of the Parrish Village's more rural location away from major employment centers, it is unlikely that recently approved developments will dramatically alter this dynamic; however, some small scale locally serving office space may be supportable long term, such as real estate offices, banks, doctor/dentist, and other locally serving, population driven space.



Conceptual Plan - Development and Redevelopment Goals

Goal 1: ECONOMIC DEVELOPMENT

To identify areas which are established as major centers of suburban/urban activity and are limited to areas with a high level of public facility availability along functionally classified roadways. Also, to provide incentives for, encourage, or require the horizontal or vertical integration of various residential and non-residential uses within these areas, achieving internal trip capture, and the development of a high-quality environment for living, working, or visiting.

Parrish Village Academic Cluster – It is important to provide viable locations for appropriate employment activities.

Employment Opportunities

It is important to provide viable locations for appropriate employment activities.

Economic Development

A public-private partnership should be created to coordinate and facilitate the comprehensive redevelopment of Parrish Village. The purpose of the public-private partnership will be to provide clear and coordinated leadership in the implementation of the concept plan, capitalize on public and private resources, seek State and federal funding, work with existing and future businesses and developers in the study area, and to systematically support and guide the development and redevelopment process.

Improved Development Opportunities for High Density Diverse Residential Uses

- Encourage compact urban development forms that are pedestrian oriented and promote community interaction;
- Boost development densities in locations that could support the efficient and effective operation of a public transit system (long term goal); and,
- Much of the project area is underutilized in terms of “highest and best” land uses.

While higher densities are recommended for certain areas of the Parrish Village study area, the treatment of the “transition edges” should be consistent with the Land Use Operative Provisions (Appendix E), and sensitive to existing residential neighborhoods.

Goal 2: PLACEMAKING

To identify areas which are established for a moderate density urban residential environment. Also, to provide for a complement of residential support uses normally utilized during the daily activities of residents of these urban areas.

Parrish Village Main Street

- Improve pedestrian amenities; and,
- Enhance the road, sidewalk and pathway network that provides safety for all users; and,

- Attract new businesses to the area, which will serve residents' retail and service needs; and,
- Encourage a land use pattern that promotes accessibility by all forms of transportation (long-term).

Parrish Village Main Street will be a concentrated cluster of neighborhood-oriented retail stores and services located along U.S. 301, which allows for the efficient movement of traffic within and through the area without being over intensive and degrading the village character.

Parrish Village Central Park

- Protect the natural environment;
- Incorporate key natural features; and,
- Establish partnerships and programs with the local YMCA. The concept plan for

Parrish Village Central Park creates open spaces that enhance the appearance of the study area and provide active and passive recreational opportunities for residents, workers and visitors will provide Parrish Village residents a few items on their priority list, such as completing the network of greenways that are connected by pedestrian sidewalks. The completion of this planned network is contemplated in the County's masterplan for parks and will ensure recreational access for all Parrish Village residents.

Goal 3: INFRASTRUCTURE IMPROVEMENTS

It is critical to ensure that all development occurs as urban water and sanitary sewer services are online, and to maintain a viable stormwater management system. Paved roadways, connected pedestrian facilities and bike lanes are also required to achieve the strategies and goals in this plan.

Residential densities higher than those in the surrounding neighborhood would be required to support improved public transit in the Parrish Village study area. Market analysis continues to show the trend for consumer preferences is living in neighborhoods with walkable amenities. Walkability and connectivity also can help address some of the safety concerns of pedestrians in the area. Currently, however, there is little consideration for non-motorized uses.

It should be noted that the original Redevelopment Conceptual Plan was sent to the community for feedback via _____. The community was given 15 days to review and respond to the conceptual plan. During this same period, Manatee County staff was also asked to provide input on the proposal. A summary of the feedback that was received is provided below. If revisions were required to address the feedback/comments, they are also noted below.

[insert feedback received after comments to conceptual plan #1 in - table format: Academic Cluster Corridor Plan]



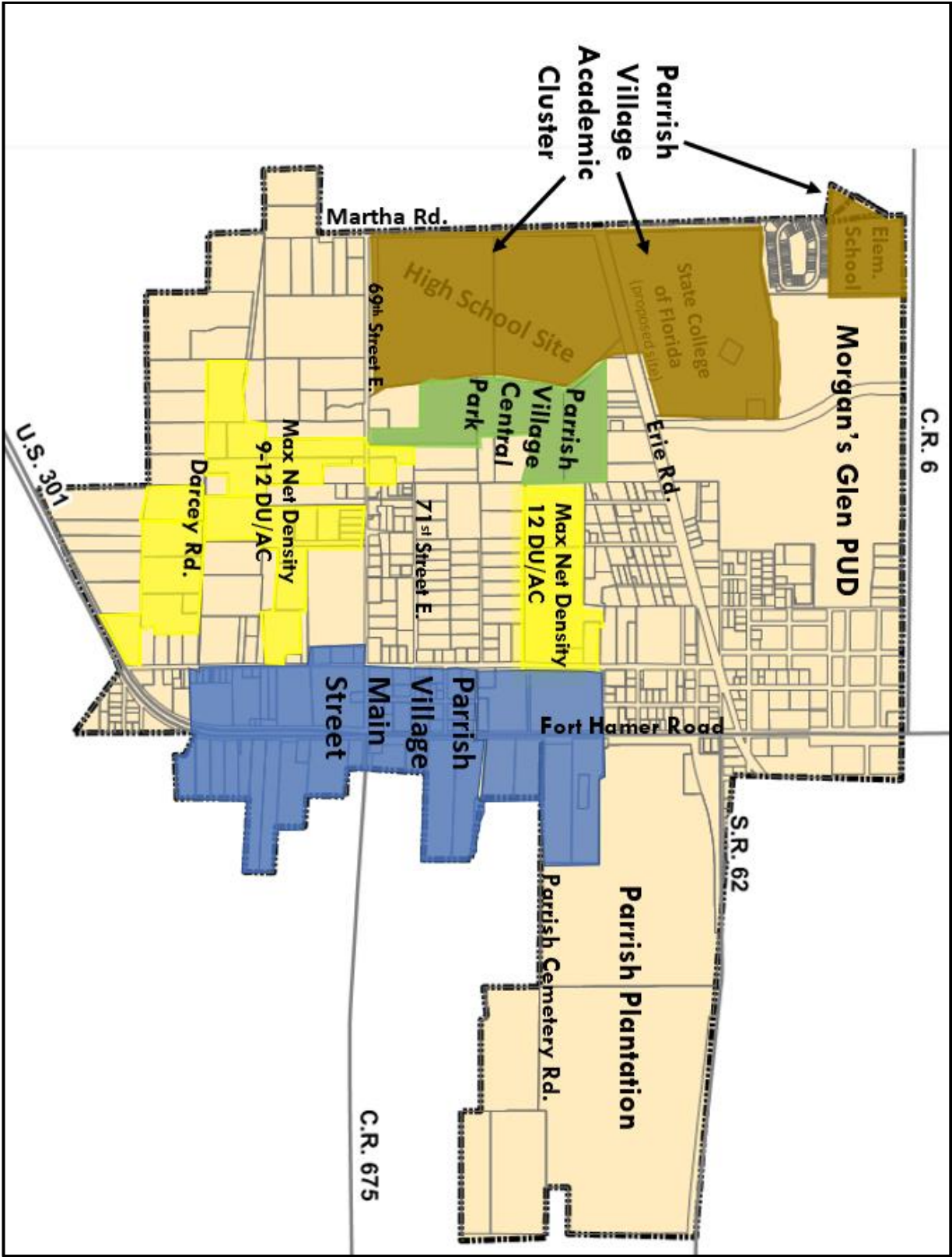


Table 12 Existing Land Use Designations					
Future land Use Designation	Max. Density (DU/GA)	Net DU/ Net Acre	Max. Intensity (FAR)	Summary of Potential Uses	Commercial Size Limitation
Urban Fringe 3 DU/GA UF-3	UF-3 Purpose: Areas limited to the urban fringe within which future low density residential and support uses are projected to develop following a logical expansion of the urban environment growing from west to east, consistent with the availability of services				
	3 9 – affordable housing and activity nodes	9 12 - affordable housing and activity nodes	.35 0.5 at activity nodes	Low density residential Short-term agriculture Medium density clustered residential Neighborhood & community commercial Public/semi-public, recreation & schools	Medium, Large – see Policy 2.2.1.11.4
Recommendation: Parrish Village Academic Cluster Corridor					
Future land Use Designation	Max. Density (DU/GA)	Net DU/ Net Acre	Max. Intensity (FAR)	Summary of Potential Uses	Commercial Size Limitation
Public/Semi-Public 1 P/SP(1) See 2.14.1.14	P/SP(1) Purpose: This category is intended to recognize major existing and programmed public/quasi-public facilities, primarily those facilities associated with public or private utilities, including electrical transmission corridors, and other public or semi-public facilities which have adverse aesthetic or health, safety, or welfare impacts on adjacent property or residents.				
	-	-	-	Public/semi-public, recreation & schools Utility uses (including sanitary landfills, permanent water and wastewater treatment/ storage/disposal facilities, maintenance facilities, solid waste transfer stations, major utility transmission corridors and other major public facilities, public airports).	-
Major Recreation/Open Space R/OS	R/OS Purpose: Areas of significant recreation and permanent open space lands, historic sites and other areas for the preservation of cultural and recreational amenities.				
	0	0	0	State parks, district or regional parks, significant recreational and open spaces or public schools when associated with public parks.	-
Recommendation: Land Use Change from P/SP (1) to R/OS for development of the Parrish Village Central Park					
Future land Use Designation	Max. Density (DU/GA)	Net DU/ Net Acre	Max. Intensity (FAR)	Summary of Potential Uses	Commercial Size Limitation
Urban Fringe 3 DU/GA UF-3	UF-3 Purpose: Areas limited to the urban fringe within which future low density residential and support uses are projected to develop following a logical expansion of the urban environment growing from west to east, consistent with the availability of services				
	3 9 - affordable housing and activity nodes	9 12 - affordable housing and activity nodes	.35 0.5 at activity nodes	Low density residential Short-term agriculture Medium density clustered residential Neighborhood & community commercial Public/semi-public, recreation & schools	Medium, Large – see Policy 2.2.1.11.4
Residential 6 DU/AC RES-6	RES-6 Purpose: Areas of primarily medium density urban residential development and support uses.				
	6 12 – if 25% of units are designated as affordable housing and /or mixed use in activity nodes 5.0 min. for affordable housing in UIRA	12 16 - if 25% of units are designated as affordable housing and/or mixed use in activity nodes	0.35 1.0 in UIRA along urban corridors and activity nodes	Medium density residential Medium density clustered residential Neighborhood commercial, office, public/semi-public, recreation & school uses	Medium
Recommendation: Marketing of the recently adopted changes to the FLUC, which now permit higher densities and increased FARs.					
Recommendation: Parrish Civic Association Main Street Concept Plan					

IMPLEMENTATION AND FINANCING STRATEGY

The implementation Strategy includes a series of action items and a phasing plan (short-term, intermediate, and long-term) that should be followed to move the Neighborhood Action Plan from concept to a series of completed tasks and built projects. The Implementation Strategy also addresses many topics, including land use practices, marketing, site improvements, traffic safety and transportation improvements along U.S. Highway 301 and the Ft. Hamer Road proposed extension, which is planned for the continuation of the north/south thoroughfare- to include a new four lane divided roadway with closed drainage, sidewalks on both sides, and bicycle lanes (U.S. 301 to Erie Road). Funding schedules currently reflect plans for construction to begin in 2020.

Overview - The Redevelopment Concept Plan for Parrish Village has been designed to work in tandem with the established framework for currently planned projects, developments, and infrastructure. Given the scale of anticipated growth in Parrish Village, a phased and flexible approach to redevelopment will maximize public investment while also limiting disruption to area residents and businesses.

Implementation Recommendations - Following adoption of this NAP, the County should seek to provide funding for implementation of the concept plan by maintaining communications and providing continued support to the stakeholders in the study area. Next, a detailed Master Plan for the lands identified as most suitable for development/redevelopment should be completed, along with plans for key parcel assembly. Of course, supporting studies; and, detailed site plans with concise (in-tandem) phasing of development and planned infrastructure improvements (CIP) are essential. In general, implementation -at a minimum- will require the following components:

- Master Site Plan, inclusive of:
 - Land Use Plan Amendment
 - Civic spaces, plazas
 - Greenways
 - Site amenities
 - Water features
 - Utility Assessments
 - Geotechnical studies
 - Environmental Impact Study
 - Sustainability Plan
- Phased Development Plans based upon:
 - Precise Ft. Hamer Road Extension details and all other traffic analysis / road improvements
 - Exact access points for the proposed park and State College of Florida
 - Establishment of a Development Project Coordinator position

- Formation of the Parrish Village Academic Cluster Committee
 - Branding and extensive marketing
 - Public/Public Sponsorship with State College of Florida
- Construction, staffing, and maintenance of the proposed Central Park site
 - Committed funding source
 - Public/Private Partnership with YMCA
 - Shared facility agreement between (high school and Central Park)

Master Site Plan - SHORT TERM

The following are short-term recommendations, which are offered to facilitate Master Site Planning within the study area:

The redevelopment of Parrish Village is a significant task. The Parrish Village study area hosts major roadways and corridors that are designed for high volume and expedient travel. However, the internal portions of the area lack a connected sidewalk network and paved roads. The road network, sidewalk connectivity, completion of planned greenway paths, should be used to rekindle development interests within the study area.

Based on the level of planned road projects in and around the study area, a phased approach to redevelopment is recommended. With a phasing plan, development will be encouraged to start along existing roadways and thoroughfares that are already scheduled and budgeted for upgrades. Development will then organically flow and extend into other locations of the study area. This managed approach will permit the construction of new infrastructure to coincide with adjacent development activities.

Public Policies – Under most circumstances, communities like Parrish Village are challenged with the task of amending existing development standards or policies in order to realize the goals of a NAP and concept plan; however, Parrish Village stakeholders and land owners have already put in the work to begin the NAP implementation process without such challenges. Parrish Village Overlay District regulations, North Central Overlay District’s neighborhood preservation and design standards, and the recent amendments to the Manatee County Future Land Use Classifications (FLUC) have been approved. Effective implementation of these regulatory policies and standards provide development incentives for investors that have an interest in the Parrish Village study area. The development incentives include expedited development approval, greater net residential density, and increased maximum floor area ratios. In addition, the overlay standards, Land Use Operative Provisions, and the FLUC also provide Parrish Village residents with the assurance and security of knowing that that commercial and mixed-use developments that are approved within the study area will promote quality design, adequate buffering for neighborhood preservation, open space, and neighborhood scaled retail and commercial uses.

With the regulatory tools already in place, Parrish Villagers must focus its efforts on the continuation of cooperative projects with Manatee County to market and highlight the incentives. Neighborhood endorsement of the existing development regulations and NAP will is

a declaration for potential investors because it shows the community had foresight to recognize that change is inevitable; determination to establish a Civic Association; and, motivation to choose your destiny by establishing a NAP that outlines *how* “inevitable change” will occur in Parrish Village.

Approved Development Plans, building permit obtained within the last six (6) months - Approved developments that are contributing to capital improvements should proceed first; however, the County and Parrish Village Stakeholders should work cooperatively to employ a dedicated Development Project Coordinator. The Development Project Coordinator would be hired specifically to help facilitate expedited approval processes for Parrish Village developers.

Approved Development Plans, no building permit sought to date – The dedicated Development Project Coordinator should also be tasked with contacting developers that have not yet applied for permits, although they have approval. The primary task for the Development Project Coordinator, under these circumstances, will be to identify the reasons, challenges, or issues that have influenced the developer’s decision to delay applying for building permits. If the issues lie with Manatee County or other governmental approval processes, the Development Project Coordinator will take actions to resolve any barriers to developments becoming “shovel ready”.

Parrish Village Main Street Concept and Parrish Village Central Park: Placemaking – The list below identifies specific gateway locations into the Parrish Village study area. The Community should establish a consensus on the locations and also take immediate steps to create a new Village logo and tagline for use on the major gateway signage at the following locations and major points of entry into Parrish Village:

- Intersection of U.S. 301 and Ft. Hamer Road
- Intersection of Erie Road and Martha Road
- Intersection of C. R. 6 and Martha Road
- Intersection of Erie Road and U.S. 301

Secondary, or smaller gateway signage may also be located at the intersection of:

- C.R. 675 and U.S. 301
- C. R. 6 and U.S.301

Parrish Village Academic Cluster: Placemaking - Parrish Village stakeholders should engage Manatee County, local municipalities, regional, state and federal partners, and academic institutions in exchanging information, best practices and policy solutions, regarding educational program needs and shortages that exist within the eastern extent of the County. This groups should be formally established as the Parrish Village Academic Cluster Committee, whose responsibilities will include identifying educational partnerships for the Parrish area, and attracting educational facilities to establish satellite locations – both permanently and short-term (i.e. Aquarium).

Master Site Plan - INTERMEDIATE

The following recommendations are offered for intermediate action to facilitate goal implementation within the study area:

Property Assembly: Placemaking – Parcel assembly should begin with the parcels identified in the development and redevelopment suitability analysis. These parcels are more likely to organically consolidate into developable parcel assemblages. The parcels adjacent to, and in proximity of the proposed Central Park should be a top priority for initial planning- as this further provides progress toward the main street and central park development concepts.

Efforts for property assembly to the south should be concluded at this point (parcels c. connected and adjacent to the southern portion of the Ft. Hamer road extension). A development proposal should be forthcoming, or in the works at this point. Such development would include the maximum density achievable, along with retail and neighborhood scale commerce (mis of uses).

Realignment of Erie Road at S.R. 62 - The details for the planned realignment should also include secondary, or smaller gateway signage at the intersection of Erie Road (after realignment) and U.S. 301.

Ft. Hamer Road Extension (scheduled for construction to begin in 2020) - The details for the planned extension must be shared with the Parrish Village Community as each phase of design, planning, and constructions advances. The County should provide quarterly updates to allow the residents to actively participate in the project. The project will be a critical component for facilitating the momentum for development activity to increase, especially given the planed infrastructure improvements.

Five Year Capital Improvement Plan – Funding for paved roads and a continuous sidewalk network and pedestrian improvements within the interior of existing neighborhoods.

Parrish Village Academic Cluster - Parrish Village Academic Cluster Committee

Education and Academic Partnerships and Interlocal Agreements - The Parrish Village stakeholders should immediately establish a partnership with the following entities to heighten the interests and appeal of the proposed Academic Cluster in order to attract local and regional educational programs:

- Manatee County Schools
- State College of Florida
- Mote Marine Laboratory & Aquarium
- CareerSource Suncoast (Appendix F)
- University of Florida/Institute of Food and Agricultural Sciences (UF/IFAS) Extension Manatee County

Local education and outreach programs may include community gardens, food security, pedestrian and bicycle safety, exercise and health, business start-ups, climate change, computer and other employment-related skills cooperatively to link these overlapping themes and reinforce the interconnected nature and importance of these issues in all educational materials and messages.

Master Site Plan -LONG TERM

The following recommendations are offered for long-term action to implement a **Master Plan** for Parrish Village:

Parcel Assembly – Development approval for the parcels located to the south of the proposed Central Park should be concluded at this point with active permits and construction underway. The development should continue to build upon the establish “destination” and placemaking efforts, which will draw new residents and businesses to the area.

Capital Improvement Plan – Continue to include improvements required to accommodate students attending the State of Florida College. Multi-family developments adjacent to the proposed Central Park that provide connections to bike lanes and greenways from housing to the college high school and college campus will be necessary. This includes a connected sidewalk network and enhanced safety features for crossing Erie Road to get onto campus.

A network of greenways and trails will bring the connectivity to the Parrish area that is much needed for its future success. As mentioned in previous sections of this plan, construction of the trails identified in the 2013 Bicycle and Pedestrian Plan by the Sarasota/ Manatee Metropolitan Planning Organization (MPO) and securing funding for future trail projects identified in the Manatee County Greenways Master Plan are both key pieces to support the proposed Academic Cluster in Parrish Village.

In the long-term, a transit circulator should be available to allow consumers to browse, dine, and enjoy the area without frequent “start and stop” travel, which requires getting into a vehicle to enjoy the area. This also means the County has begun to develop a plan for extending the public transit services to Parrish Village, as the area has grown with population and density increase – along with business growth and popularity of the area and all it offers.

Construction of Concept Roads – Proposed roadways located south of the Central Park parcel to S.R. 301, to include round-about features, sidewalks and bike lanes (see concept plan) will connect to the proposed Ft. Hamer Extension. This improved road network will expand the possibilities for increased population within the core of the study area. This will be most appealing to local workers and students.

Economic Development and Placemaking - SHORT TERM

The following are short-term recommendations, which are offered to attract businesses and improve the appeal of Parrish Village as a destination or “place” for lively entertaining, shopping, dining, cultural activities, and social interaction:

Branding and Extensive Marketing - Once the concept plans for Parrish Village Main Street, Parrish Village Academic Cluster and Parrish Village Central Park are approved, a marketing plan for the area should be created to attract new development, residents, non-profit partnerships, and businesses.

A new or revised Parrish Village logo and tagline should be created to establish Parrish Village as a “place” and set it aside from nearby markets as a new and interesting “destination”. The logo and tagline may also be used to communicate with developers, new businesses, educational and cultural institutions, and philanthropic entities.

Parrish Village Main Street Concept - The current retail environment on Ft. Hamer Road is not a shopping destination. Instead, local residents and workers primarily frequent the businesses. As Parrish Village progresses with planned improvements and development, it can incorporate a district marketing strategy to help brand the district and build on neighborhood pride. The community can work together to think of creative ways to celebrate its rich history and local presence to establish a positive perception of the commercial district that is inviting and brings excitement to consumers, potential residents, and business owners.

Social Media - Immediately revamp the Parrish Village social media strategies. Use social media platforms to announce the completion of the Neighborhood Action Plan, host a “call for artists” to design the new logo, and get the community involved in the selection of the new tagline for Parrish Village.

Inventory Non-residential Vacancies – To potentially reduce the number of commercial and retail vacancies (both vacant parcels and vacant buildings), a database of vacant properties should be maintained as a reference document for a Parrish Village business attraction program. The database should include property owner contact information, site attributes such as square footage, future land use classification, and zoning district. The inventory should be updated quarterly and shared with community partners such as business resource centers, entrepreneurship programs, and the real estate community.

Economic Development and Placemaking - INTERMEDIATE

The following intermediate recommendations are offered to attract businesses to the study area:

Parrish Village Central Park – As funding, master planning, and design details are provided for the anticipated *Parrish Village Central Park*, the details should be added to all marketing materials. In addition, the community should work with the County to establish an event calendar for the first two years after the Park’s grand opening to add more vibrancy to the “place” called Parrish Village.

Parrish Village Main Street Concept: Placemaking – The retail and commercial tenant mix within the Parrish Village Main Street area is critical to the long-term success of the area- and, in realizing the vision that current residents have for the area. The Parrish Village community is home to a wide range of income levels and the retail corridor must meet the needs of the population as a whole.

As mentioned earlier in the Market and Trade data, over \$210 million leaves the primary trade area annually, with \$185 million being lost to retail trade and \$24 million leaving for food and drink. During the community planning meeting- and in interviews with area stakeholders, businesses such as a Target, ice cream store, clothing and gift shops steak house and other sit-down restaurants, and entertainment establishments were identified as preferences. Many of these businesses can serve as economic generators because they appeal to consumers throughout the broader Manatee County community. They can also keep business activity going into the evening to avoid the desolate feel and appearance of U.S. 301 during the evening hours.

Attracting shoppers from outside areas will reduce the \$210 million that leaves the primary trade area annually. It will also bring vitality and new jobs to the community. However, the community also needs local retail anchors serving neighborhood residents, such as bakeries, hardware stores, electronics, and apparel businesses -exactly what Parrish Villagers have been yearning to see in the nearby areas. While commercial revitalization efforts have good intent, the approach to economic growth must be carefully planned to ensure that it is serving the entire community. Extensive local engagement should be incorporated in the planning process. However, the key to accurately determining the optimal tenant mix will be the retail market analysis.

Social Media - Use social media platforms to promote community events and special business offers. Merchants can coordinate promotional events during the holidays or seasonal changes to cross-promote and attract large numbers of shoppers. Street festivals and artists showcases are traffic generators that help to create a sense of place and build the neighborhood brand.

Business Attraction and Placemaking - LONG TERM

The following recommendations are offered to attract businesses to the study area and improve upon established placemaking potential in the long-term:

Parrish Village Gateway Locations - Investment in public infrastructure in the form of sidewalks and streetscaping to establish welcoming gateways into the Parrish Village study area and to strengthen the placemaking character identity.

Parrish Village Central Park – Construction of the anticipated *Parrish Village Central Park*.

Continue with vacancy inventory updates and social media platforms.

Funding Sources and Programs

Currently, Manatee County uses several funding sources and programs to assist with redevelopment and economic revitalization. These resources should be used to implement the Parrish Village NAP.

Neighborhood Level

Manatee County Neighborhood Enhancement Grant Program - The Neighborhood Enhancement Grant program provides matching grants of up to \$10,000 to eligible neighborhood associations or other resident-based groups (e.g. crime watch group, non-profit, etc.) for projects that demonstrate significant community support and involvement. Projects must be completed within 12 months (1 year) of grant award and are paid by reimbursement for eligible expenses. Eligible projects include but are not limited to beautification, historical signage, health and safety education, neighbor appreciation, social events, or community space improvements/environmental clean-up.

Neighborhood Stabilization Program (use of U. S. Housing and Urban Development Neighborhood Stabilization funding). Neighborhood Stabilization Program (NSP) – Funds provided by the United States Department of Housing & Urban Development to stabilize neighborhoods severely impacted by home foreclosures and abandonment. The County utilizes these funds to purchase and rehabilitate single-family and multi-family foreclosed or abandoned properties to make available to income-eligible families.

Community Development Block Grant (CDBG) – Funds provided by the United States Department of Housing & Urban Development to assist in improving living conditions, social programs, and infrastructure targeted to eligible populations.

Housing

HOME Investment Partnerships Program (HOME) – Funds provided by the United States Department of Housing & Urban Development to assist in supporting the development, purchase, or rehabilitation of housing.

HUD Section 8 Program (Section 8) – The United States Department of Housing & Urban Development provides Housing Choice Vouchers that can be used by eligible persons to acquire (rent) safe and affordable housing.

State Housing Initiatives Program (SHIP) – Funds provided by the State of Florida to encourage the development, rehabilitation, and preservation of affordable housing for income eligible populations (if funded).

Homelessness Prevention Rapid Re-Housing Program – Funding from the Federal American Recovery and Reinvestment Act of 2009 to provide financial assistance and services to qualified persons to prevent homelessness and for rapid re-housing.

First Time Homebuyer Program – Funds provided through HOME to provide down payments assistance through a deferred payment loan.

Housing Rehabilitation Program – Funds provided through CDBG, HOME, and private entities to provide home repairs to bring homes in compliance with minimum housing codes, eliminate code enforcement violations, and remove blighting influences.

Infrastructure

Manatee County General Fund - The general fund pays for the traditional functions of county government and critical day-to-day services. General fund dollars, if available, can be used for improvements throughout the County.

Manatee County Infrastructure Sales Tax The ½ cent sales tax can be used for sidewalks, drainage projects, traffic lights etc.

Manatee County Urban Infill and Redevelopment Area (UIRA) - The UIRA is an area designated by the County's Comprehensive Plan for the promotion of a "Florida Urban Village" design concept; strengthening neighborhood identity; encouraging mixed use commercial areas, along with compatible industrial development. Policies in the Comprehensive Plan establish a minimum density and increased intensity for properties in the UIRA, as well as exemptions from maximum commercial square footage standards.

Community Development Block Grant (CDBG) – Funds provided by the United States Department of Housing & Urban Development to assist in improving living conditions, social programs, and infrastructure targeted to eligible populations.

Small Business Development

Manatee County Economic Development Incentives - Manatee County offers several incentives to qualified applicants looking to locate new businesses within the County. Incentives are customized and based on performance (e.g. jobs created, average annual wages, etc.) Such County incentives include the Economic Development Incentive (EDI), Multi-Modal Transportation Impact Fee Incentive (MTIFI), and Economic Development Ad Valorem Tax Exemption (EDAVTE). More information regarding these incentives is available through the County's Economic Development Division.

Enterprise Florida, Inc. (EFI) – EFI is a public-private partnership between Florida's business and government leaders and is the principal economic development organization for Florida. EFI's mission is to expand and diversify the state's economy through job creation. EFI recruits new business to the state and works to retain and expand existing industry and businesses. In pursuit of its mission, EFI works closely with a statewide network of economic development partners and is funded both by the State of Florida and by private-sector businesses.

Small Business Association (SBA) - The SBA offers several types of loans, either directly or through private lenders. The 7(a) Loan Program offers financial help for businesses, if certain special requirements are met.

Flexible SBA 7(a) (Loan Growth American Fund) Loans can be used for working capital, inventory, equipment, refinancing debt acquiring existing buildings. Average loan size is \$300,000.

The Express & Pilot programs offer streamlined loan procedures for specific groups of borrowers such as active-duty military personnel, veterans, and individuals from distressed communities.

The microloan program provides small, short-term loans to small businesses and certain nonprofit childcare centers. The average microloan is about \$13,000. Microloans are often the basic funding that a new small start-up business requires to successfully get off the ground – and “in the black”.

Additional Financing Recommendations

One of the most effective and viable opportunities to evolve and diversify funding opportunities is maintaining existing -and developing new relationships with public, semi-public, non-profit, and private sector entities. Existing public sector relationships should be expanded to provide the support necessary for redevelopment and economic revitalization of the Parrish Area. This approach is already well-established in Manatee County; however, these cooperative partnerships can be expanded to create the Academic Cluster Corridor, which was suggested in the Conceptual Plan for the area.

The following potential finance strategies and funding sources may also be used to stimulate reinvestment and redevelopment in Parrish Village:

Greenways and Trails Funding

Doppelt Family Trail Development Fund - The Rails to Trails Conservancy awards about \$85,000 per year to support organizations and local governments that implement projects to build and improve multi-use trails. Applications for 2020 funding opens December 1, 2019 and closes January 31, 2020.

The Recreational Trails Program (RTP) - The RTP is a federally funded competitive grant program that provides financial assistance to agencies of city, county, state or federal governments and organizations approved by the state, or state and federally recognized Indian tribal governments, for the development of recreational trails, trailheads, and trailside facilities. For more information on Florida's Recreational Trails Program, view Chapter 62S-2, Florida Administrative Code (pdf 109 kb), the rule governing the program in Florida.

Florida Communities Trust (FCT) - The FCT assists communities in protecting important natural resources, providing recreational opportunities and preserving Florida's traditional working waterfronts through the competitive criteria in the Parks and Open Space Florida Forever Grant Program and the Stan Mayfield Working Waterfronts Florida Forever Grant Program. These local

land acquisition grant programs provide funding to local governments and eligible nonprofit organizations to acquire land for parks, open space, greenways and projects supporting Florida's seafood harvesting and aquaculture industries. The source of funding for Florida Communities Trust comes from Florida Forever proceeds.

Florida Communities Trust (FCT) Florida Recreation Development Assistance Program (FRDAP)

- The FRDAP is a state competitive grant program that provides financial assistance to local governments to develop and/or acquire land for public outdoor recreational purposes. The maximum grant request is \$200,000.

Neighborhood Improvements

Other tools for potential future consideration to raise funds for redevelopment and economic revitalization of the Parrish Area may include special districts such as a Neighborhood Improvement District (NID), pursuant to Florida Statutes.

Neighborhood Improvement District (NID) – A NID is a special district established to reduce crime rates, improve traffic and pedestrian safety, and maintain property values and support development of residential and commercial areas. In order to support the function of the NID, NID's are authorized to levy an ad valorem tax of up to 2 mills and implement special assessments. The Parrish Village study area is an ideal candidate for this program as the neighbors appear to be open to this type of designation.

Keep Manatee Beautiful - Keep Manatee Beautiful is a nonprofit organization that inspires community involvement through its commitment to making Manatee County a cleaner and more beautiful environment. Established in Spring 1991 as an affiliate of Keep America Beautiful and Keep Florida Beautiful, Keep Manatee Beautiful has developed networks of volunteers who help provide grassroots solutions to: littering, recycling, illegal dumping, beautification, and solid waste disposal.

Manatee Home Savers Program – Funds for eligible homeowners to avoid foreclosures.

Housing

Although there is a diverse range of existing funding sources available, the long-term stability of state and federal sources is uncertain given the recent reductions in government funding for housing programs. Consequently, funding opportunities to support redevelopment and economic revitalization in the Parrish Area must continue to evolve and diversify.

Additional resources are provided below:

Infrastructure

Florida's Safe Routes to School (SRTS) – The SRTS program can help communities address their school transportation needs and encourage more students to walk or cycle to school. It strives to enable and encourage children in grades Kindergarten through High School, including those with disabilities, to walk and bike to school; to make walking and biking to school safer and more

appealing, and to facilitate the planning, development, and implementation of projects that will improve safety and reduce traffic, fuel consumption, and improve air quality in the vicinity of schools. In addition to encouraging more children to walk or cycle to school, the program also seeks to address the safety needs of children already walking or biking in less than ideal conditions.

Robert Wood Johnson Foundation (RWJF) Programs and Grants - Across the nation, the Robert Wood Johnson Foundation is collaborating with a wide array of partners to remove these barriers and create communities where healthy choices are easy and available to all. From large cities to small towns, from urban to rural environments, we support efforts to create or expand on the types of systems that many of the healthiest, most equitable communities have in common. For instance, consideration of health and equity in decisions about how communities are planned, designed and built. Parrish Village could seek an award from this funding source to support its vision of the Central Park construction and partnering with the local YMCA.

Recreational Trails Program – This federal funding is set aside for capital infrastructure investments and may be awarded to FDOT and funneled through MPOs. The funding is provided for maintenance and new construction of recreational trails and related facilities. The proposed trail network in Parrish Village may be a potential recipient of these funds. The maximum permissible request for nonmotorized single-use or diverse-use projects is \$200,000. The maximum permissible request for motorized single-use projects is \$500,000. Match requirements apply.

Transportation Community and Preservation – Federal funding that may be awarded to finance Planning/ Research/ Capital Infrastructure Investment. Eligible applicants include states, MPOs, and local governments. Livability is a criterion that will be used to evaluate candidate projects. Planning grants, implementation grants, and research, could include transit projects, complete streets, streetscaping, ped/bike improvements or plans, implementation of transit-oriented development plans, traffic calming measures, and much more. Very flexible program – projects must improve relationships among transportation, community, and system preservation plans and practices. There are sixty-one million (\$61M) dollars available to award through this grant. The Parrish Village residents could benefit from a sizeable grant award through this funding source, which would be dedicated to traffic calming measures and walking trail connections within the area.

Business Attraction

To encourage the types of businesses that are desired by the residents of Margate, additional programs and resources should be encouraged to develop partnerships with the city.

Competitive Florida Partnership Grant – The Competitive Florida Partnership Grant is awarded by the state to communities that take action to build and enhance their local economies while staying true to what makes them unique have a competitive advantage. Seizing that advantage, the Competitive Florida Partnership helps a community value those assets that makes them special and challenges them to set realistic goals for advancing their economic development

visions. A community that participates in this technical assistance opportunity is committed to innovative strategies that promote partnerships, community design, and a viable economy. This partnership will create a network of vibrant communities and passionate leaders who gain ideas on how to reach their goals through the success and lessons learned from their peers. Community branding, or assistance with establishing an economic development strategy, or advice on a specific development project.

SCORE - SCORE is the nation's largest network of volunteer, expert business mentors. SCORE mentors offer real-world business experience. They are working and retired business owners, executives and managers who have been through the same challenges and decisions that many entrepreneurs are facing today. In addition, SCORE mentors offer valuable expertise in specific industries. All SCORE volunteers receive specialized training offered by the association and are certified in mentoring methodology.

In 2018 alone, SCORE helped to create 32,387 new businesses and add 135,687 new jobs to the American economy. SCORE's cost to create one business in 2018 was \$340, and the cost to create one job was just \$81. For every dollar appropriated to SCORE, \$47.16 was returned to the Federal Treasury. Additionally, 67% of clients said their revenue increased in 2018.

Community Contribution Tax Credit Program - The Community Contribution Tax Credit Program provides a financial incentive (up to 50 percent tax credit or sales tax refund) to encourage Florida businesses to make donations toward community development and housing projects for low-income persons.

The tax credit is easy for a business to receive. Businesses located anywhere in Florida that make donations to approved community development projects may receive a tax credit of up to 50 percent of the value of the donation. Businesses may take the credit on Florida corporate income tax, insurance premium tax or as a refund against sales tax (for businesses registered to collect and remit sales taxes with the Department of Revenue).

Capital Revolving Loan Programs (CRLP) - A revolving loan fund (RLF) is a gap financing measure primarily used for development and expansion of small businesses. It is a self-replenishing pool of money, utilizing interest and principal payments on old loans to issue new ones. While the majority of RLFs support local businesses, some target specific areas such as healthcare, minority business development, and environmental cleanup. Florida has a few organizations that offer such loans. Two examples are provided below:

PROSPERA – Prospera is an economic development, nonprofit organization that empowers Hispanic entrepreneurs through training, support and resources so their businesses can grow and prosper. Furthermore, Prospera offers access to a network of corporate sponsors, government funders and financial institutions with a desire to support small and minority-owned businesses. In fiscal year 2015-16 alone, Prospera generated \$343.7 million in total economic output throughout the state of Florida after providing individual business consulting to 1,906 entrepreneurs, training 4,903 individuals

in business seminars, marketing \$8.9 million in loans for small business owners and helping clients create or retain more than 3,000 jobs.

Black Business Investment Fund (BBIF) Florida – BBIF Florida was created out of state statute which recognized the inequity in the Florida financial system and sought to create change through legislative action BBIF Florida is a mission-driven Community Development Financial Institution (CDFI) that specializes in providing loan capital and business development training to Black and minority businesses. For more than three decades, BBIF Florida has emerged as Florida’s premier non-profit financial institution that provides loans and technical assistance services, servicing the underserved black and minority communities of Florida.

Placemaking - Academic Cluster Corridor

Potential funding sources for the proposed Parrish Village Academic Cluster Corridor are provided below:

Historic Preservation Grant - The Historic Preservation Grants Program allocates state funds appropriated by the Legislature and federal funds apportioned to the state by the U.S. Department of the Interior, National Park Service, for the preservation and protection of the state's historic and archaeological sites and properties. The program is administered by the Division of Historical Resources, Florida Department of State. Those eligible to apply for grant funding include state agencies, state universities, non-profit organizations, units of local government, cities, towns, and counties. Special Category Grants and Matching Grants are awarded through this program. The Parrish Village neighbors expressed an interest in making the Florida Railroad Museum a more prominent feature in the area, as well as making improvements to this valued community resource. Marketing of the museum can be associated with the proposed Academic Cluster Corridor.

Wells Fargo Regional Foundation, Neighborhood Implementation Grant should also be sought to support academic program costs. There is a Spring (April) and Fall (October) application window. Neighborhood Implementation Grants support comprehensive community development projects that target specific neighborhoods. The community development project must be based on a current resident-driven neighborhood plan and can be used for program costs only. It doesn't provide funding for deficits, general operating costs, or bricks-and-mortar capital development.

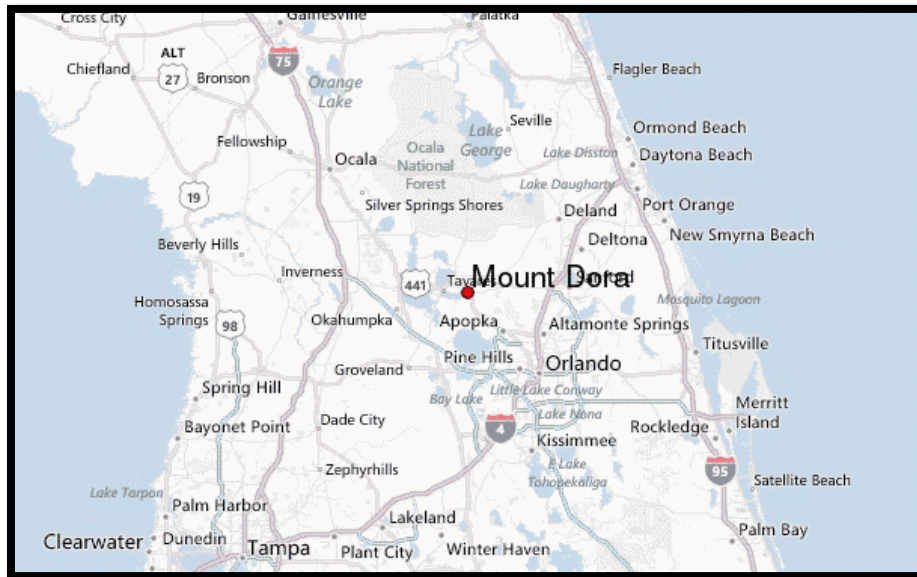
- **Single grantees.** Grants range from \$100,000 to \$750,000 and are disbursed over 5 years.
- **Collaboratives.** Grants range from \$100,000 to \$1.25 million and are disbursed over 5 years.

Educational Partnerships and Educational Grants should also be sought to support academic programming within the Parrish Village Academic Cluster in addition to funding sources provided in this plan.

Appendix A

Ideal Places, as Identified by Stakeholders

Mount Dora, FL



Mount Dora Things to Do



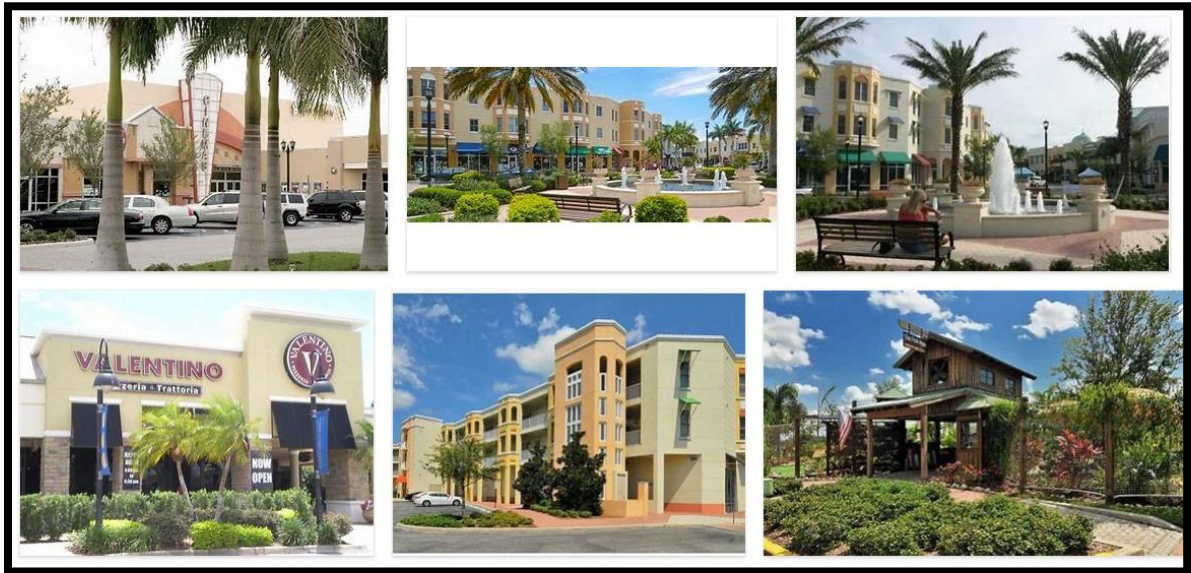
Mount Dora Art Festival



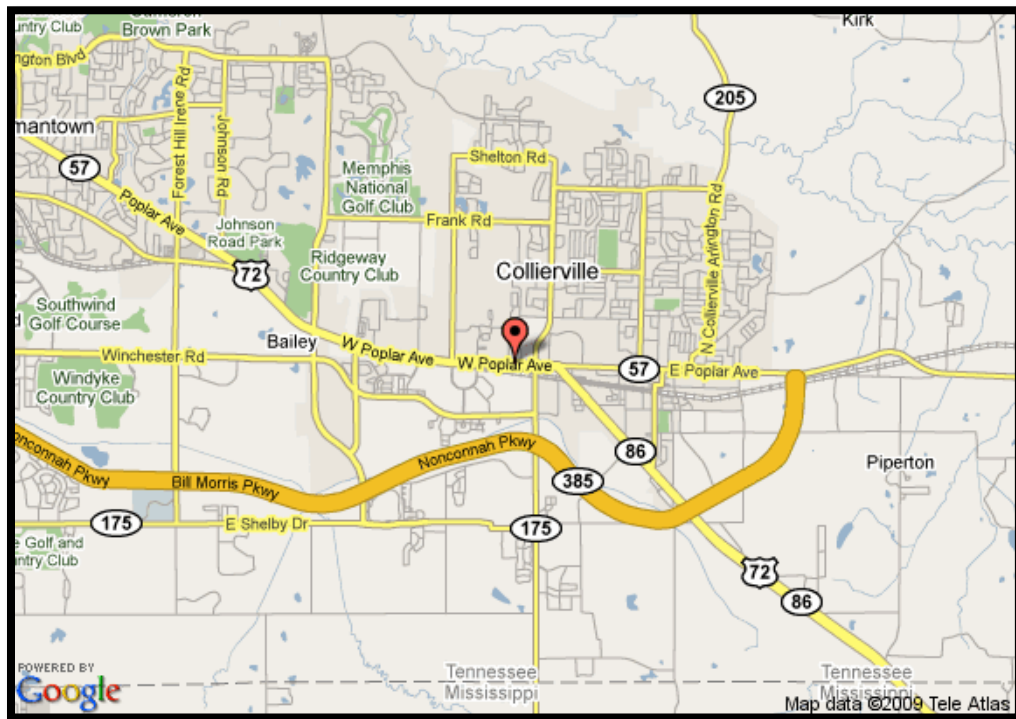
Downtown Mount Dora



Mainstreet at Lakewood Ranch brewery, community events: wine tasting; camping;



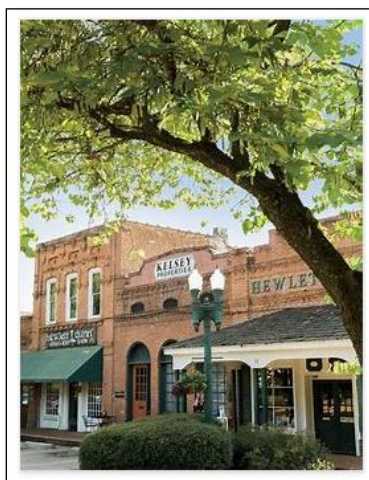
Collierville, TN



Collierville Town Square

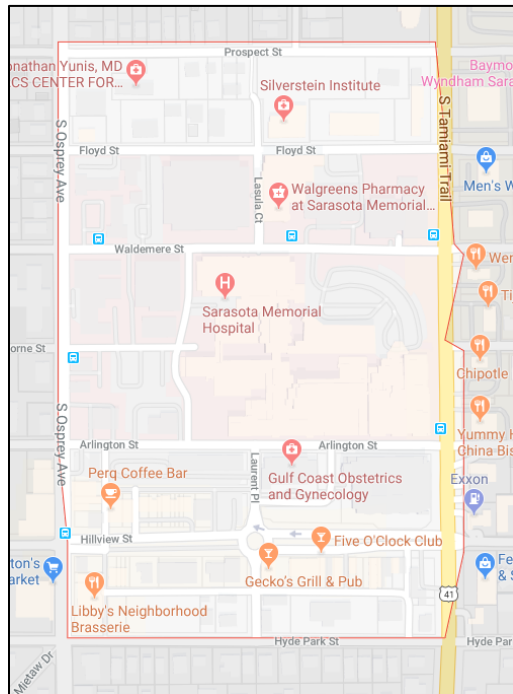


Collierville Park





Southside Village Sarasota



Restaurants





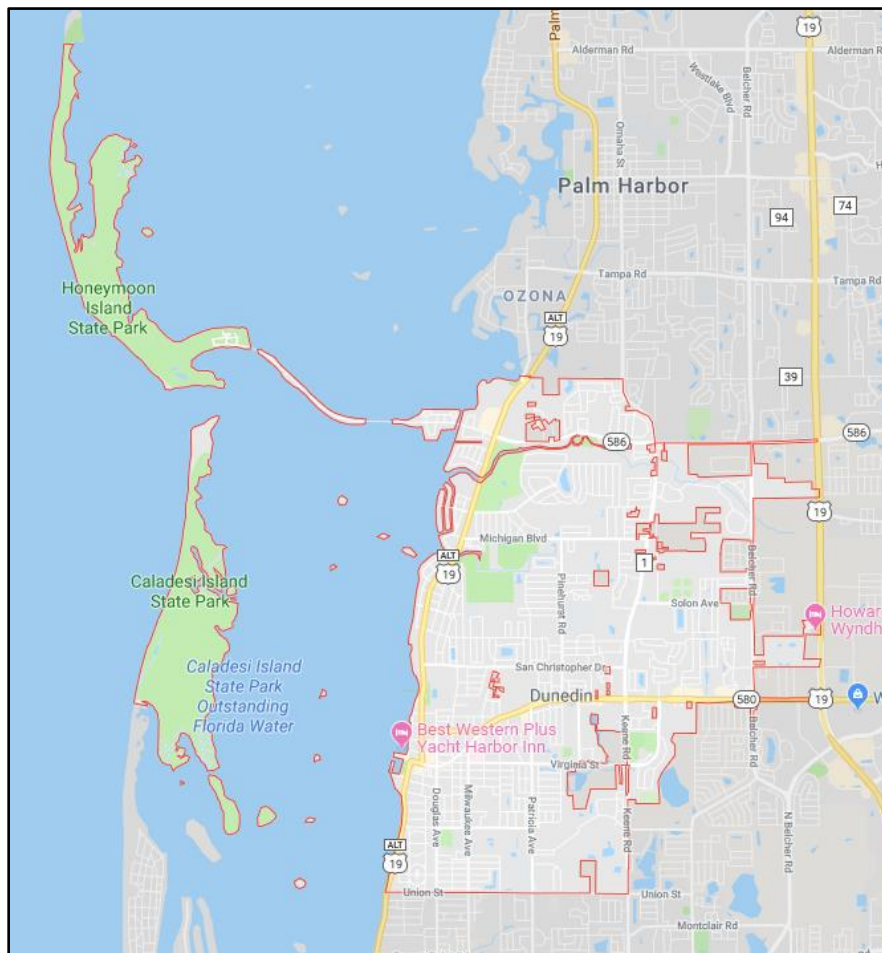
Southside Village Downtown or Commercial areas



Community Events



Dunedin, FL



Dunedin Restaurants



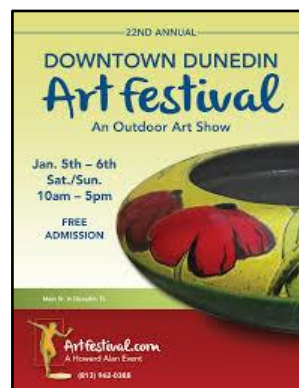
Dunedin Downtown or Commercial areas



Dunedin Parks



Dunedin Community Events



Train Station



Pedestrian/Sidewalks/People Friendly



Appendix B

Community Meeting Feedback (January 24, 2019)

Prioritization Exercise: Program Areas

Civic Spaces, Green Spaces & Parks	45
Sidewalks & Pedestrian Safety	32
Neighborhood Pride & Identity	21
Parking	7
Access to Public Transit	9
Civic, Cultural, & Social Activities	36
Infill Development & Redevelopment Activity	12
Neighborhood Businesses	35
Other (please write topic area on tablet provided)	0

Prioritization Exercise: Complete Streets Principles

Green Streets (Examples: Vegetated Curb Extensions, Sidewalk Stormwater Planters, Landscaped Medians, Vegetated Swales, Permeable Paving, and Street Trees as a Natural System to Reduce Stormwater Flow, Improve Water Quality, Enhance Pedestrian Safety, Beautify Neighborhoods, and Reduce Heat).	18
Sidewalks (Includes: repairs, completion of existing networks, widening, and new installations.)	45
Bicycle Improvements (Examples: Dedicated Bicycle Lanes, Shared Use Paths, Colored Pavement in Bicycle Lanes, and Marked Shared Lanes.)	10
Building Design Regulations Along Roadways	8
On-Street Parking	2
Pedestrian Improvements (Examples: Benches, Bike Racks and Shelters, Informational Signs, Crossing Signals, Marked Crosswalks, and Trash Cans.)	9
Street Trees	14
Traffic Calming (Examples: Stormwater Curb Extensions, Shorter Curb / Corner Radii, Curb Bump-Outs / Chokers, Speed Humps, Raised Table Intersections, Refuge Islands, Traffic Circles / Roundabouts, Lane Narrowing.)	26
Street Lighting	30
Transit Improvements (Transit Shelters, Bicycle Racks, Stop Locations).	8

Primary Business Preferences

- Building Materials/ Supplies (3)
- Office Supplies (2)
- Books, Periodicals
- Chick-Fil-A (17)
- Drive through (1)
- Upscale Restaurants (13)
- outdoor dining centric (1)
- Out-Back (6)
- Longhorn (5)
- Sit down restaurant (No drive through) (10)
- Movie Theatre (6)
- play show cast productions
- Music Concert hall
- Wawa Gas Station (convenience store) (7)
- Restaurants (5)
- Good (no chains)
- Lawn and Gardens Business
- Gas Station- Speedway
- General Merchandise
- Walmart (9)
- Walmart Superstore
- Losing K-mart
- Electronic Store
- Best Buy (2)
- Bookstore- Library
- Hobby Lobby (4)
- Trader Joe's (4)
- Old Tampa 301 (plaza with new food choices)
- Texas Roadhouse (2)
- Brown Funeral Home
- Target (16)
- Car Dealership (2)
- Chinese Restaurant
- Central Park and Town Square with shops
- Boutiques (2)
- Shops (antiques) (2)
- Community Center
- Yoga Studio
- Spa
- Smoothie Shop
- Banks
- Tea Room
- Furniture stores
- Gas Station
- Florists
- Personal Care- Nails (White Sticky in Yellow pile)
- Restaurants other than fast food (2)
- Seafood place (2)
- Steak House (2)
- Dairy Queen
- Aldi (2)
- Save-A-Lot
- Farm to Table restaurants (3)
- Computer equipment stores
- Health Food stores (2)
- Coffee Shop (3)
- Wellness/ Organic Stores
- i.e. Trader Joes
- Specialty Store
- Small Business retailers (Boutique)
- Diversified restaurants
- Multiple ethnic
- Sit-down Restaurant with Alcohol
- Beall's department store (not outlet)(2)
- Home Depot (12)
- Lowes (18)
- Fresh Kitchen
- Ciccio
- Gas Station (4)
- Family Practice Doctor
- Urgent Care (3)
- Preserve the charm of the country community
- First Watch Restaurant (3)
- Out-door café-Family owned
- Multi-pump gas station
- Steak House (3)
- Sam's Club(2)
- Olive garden (2)
- Music Stores
- Shops
- Ice-cream store (2)
- Beauty shop
- Nail salon
- Grocery Stores (2)
- Drug Stores
- Doctor
- Auto-parts
- Wendy's
- Major Gas Station
- Convenience store (2)
- Office Depot
- Staples
- Bakery
- Nice clothing store
- Macys
- Middle to high end non-franchise restaurants

-
- Type places to shop for home needs
 - Upscale Breakfast
 - Keke's
 - Fast food
 - Offices for business
 - Fun exercise
 - bowling
 - Mini-golf (2)
 - Panera Bread (7)
 - Lucky's supermarket
 - Culvers
 - Home Goods (3)
 - TGI Fridays
 - Bob Evans
 - Clothing stores
 - Shoe stores
 - Family Restaurant (3)
 - Mom and Pop restaurant (2)
 - Olive Garden (3)
 - Fresh Market
 - Traffic light
 - Good retail stores/shops
 - Medical Practices (2)
 - A nice Benderson mall with good shopping, good restaurants (Bonefish grill, Outback Steak house, etc.)
 - NO CAR DEALERSHIPS
 - Arby's
 - McDonalds
 - Sit down casual restaurant
 - Specialty food stores
 - Hardware stores
 - Department stores (4)
 - Specialty Shops
 - Kohl's
 - Children's activities
 - i.e. Jump zone
 - Home improvement (2)
 - Electronics/ Appliance stores.
 - Auto repairs
 - Specialty Restaurant
 - Ethnic food
 - Large Department Store
 - Lawn and Garden place
 - Fast food restaurant (2)
 - Regular Restaurant
 - Red Lobster (2)
 - Hotel
 - Courtyard
 - Hilton Garden Inn
 - Hyatt Place
 - Small Retail Shops
 - i.e. Gift shops
 - Breakfast/Lunch Restaurant (2)
 - Dinner Restaurant
 - Dealerships
 - Field in Stream
 - Cabelas
 - Joe's Crab Shack
 - Medical Offices
 - Entertainment (2)
 - Retail Stores
 - Target
 - TJ Max
 - Home Goods
 - Internet Café
 - Medium End Restaurants
 - Carabbas
 - Cheesecake factory
 - Low end sit down
 - Moe's
 - Panera
 - Home Department Stores
 - Clothing stores (2)
 - Garden Nursery
 - Live Garden
 - Privet owned Bagel and Coffee Shop
 - Marshalls
 - West Marine
 - Red Robin
 - Starbucks with drive through
 - PDQ
 - Granery
 - Boutique Shopping
 - Costco
 - General Merchandise store
 - Home Décor and Furniture Stores
 - Everything else

Complementary/Secondary Business Preferences

- Home and Garden
- Office Electronics
- Electronics store(2)
- GNC/ Vitamin Shop
- Healthy Restaurants
- (First watch, Sheet tomato)
- Major Medical Center
- Major Office Facilities
- Need Highways
- Rapid Transportation
- Large Gas Stations
- Auto Dealerships
- Dairy Queen
- WAWA
- Outback Steakhouse (2)
- Lone Star Steakhouse
- Sprouts
- Lucy's Market
- Trader Joe's (2)
- Cinebistro
- Home Décor
- Restaurants- sit down
- Not fast food
- Furniture store
- Complementary businesses
- Food and Beverage Stores
- Buffet Type of Restaurant
- Clothing Store
- Office Supplies Stores (3)
- Sporting Goods (3)
- Mid-priced restaurants (2)
- Sit down restaurants (4)
- Chinese food
- Home Depot (2)
- Café (2)
- Mom and Pop Shop
- Regional Campus for SCF
- Central pack
- Bakery
- Deli
- Card/ Bookstore
- Bookstore
- Complementary
- Bike/ run/ jog/ yoga park
- Gas Station (2)
- Steak House (2)
- Sam's Club
- Chick-Fil-A
- Musical Instruments/ Sheet Music
- Breakfast place
- Creative craft instruction
- Golden Coral
- Splash area
- Wedding Venue
- (Want it to look like main street Disney)
- Supermarket
- Kentucky Fries Chicken
- Department Stores (3)
- (Walmart (2), Target)
- Factories
- Retail Nursery
- Department clothing Stores
- Texas Roadhouse
- Kona Grill
- Hibachi Japanese Restaurant (2)
- Restaurants
- Chain Restaurants
- Hardware –Lowes
- A good Restaurant
- Dinner
- Movie Theater
- Bowling Alley
- Best Buy (2)
- Racetrack gas station
- Beer Garden Brewery with food
- Sports Bar (2)
- Home Furnishing store
- Auto Dealer
- College
- Bass Pro Shop
- Hobby Lobby
- Starbucks
- 3 Complementary Businesses
- Home goods
- Kirkland's
- 5 and Below
- 3 meal restaurants (no chain)
- Seafood Restaurants
- Kohl's clothing
- Hair and Nail Salon
- Barbershop
- Urgent Care facility
- BAR
- Cardboard recycling center/ Drop off
- Ice-cream Shop
- Side walks
- Dance Studio (include dance teachers)

APPENDIX C

Primary and Secondary Market Demographics

(Current and Projected)



Demographic and Income Comparison Profile

Parrish Midpoint
12210 71st St E, Parrish, Florida, 34219
Drive Time Bands: 0-5, 5-10, 10-15 minute radii

Prepared by Munilytics
Latitude: 27.57783
Longitude: -82.42574

	0 - 5 minute	5 - 10 minute	10 - 15 minute
Census 2010 Summary			
Population	5,386	16,636	37,651
Households	1,981	7,314	14,686
Families	1,534	5,260	10,755
Average Household Size	2.71	2.26	2.53
Owner Occupied Housing Units	1,767	6,585	11,554
Renter Occupied Housing Units	214	729	3,132
Median Age	39.6	50.7	43.0
2018 Summary			
Population	7,621	21,674	51,052
Households	2,779	9,202	19,624
Families	2,129	6,555	14,265
Average Household Size	2.74	2.35	2.58
Owner Occupied Housing Units	2,575	8,351	15,836
Renter Occupied Housing Units	203	851	3,788
Median Age	40.3	51.6	44.6
Median Household Income	\$63,296	\$58,610	\$63,063
Average Household Income	\$81,710	\$80,819	\$85,803
2023 Summary			
Population	9,758	24,809	59,714
Households	3,554	10,430	22,905
Families	2,706	7,409	16,592
Average Household Size	2.74	2.37	2.59
Owner Occupied Housing Units	3,337	9,556	18,931
Renter Occupied Housing Units	217	874	3,974
Median Age	40.0	52.4	45.1
Median Household Income	\$70,400	\$67,223	\$72,793
Average Household Income	\$95,444	\$95,966	\$100,705
Trends: 2018-2023 Annual Rate			
Population	5.07%	2.74%	3.18%
Households	5.04%	2.54%	3.14%
Families	4.91%	2.48%	3.07%
Owner Households	5.32%	2.73%	3.63%
Median Household Income	2.15%	2.78%	2.91%



Demographic and Income Comparison Profile

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Drive Time Bands: 0-5, 5-10, 10-15 minute radii

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Longitude: -82.42574

	0 - 5 minute		5 - 10 minute		10 - 15 minute	
2010 Population by Age	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	393	7.3%	848	5.1%	2,246	6.0%
Age 5 - 9	399	7.4%	858	5.2%	2,363	6.3%
Age 10 - 14	381	7.1%	953	5.7%	2,585	6.9%
Age 15 - 19	250	4.6%	690	4.1%	2,282	6.1%
Age 20 - 24	189	3.5%	456	2.7%	1,730	4.6%
Age 25 - 34	666	12.4%	1,370	8.2%	3,911	10.4%
Age 35 - 44	861	16.0%	1,903	11.4%	4,709	12.5%
Age 45 - 54	664	12.3%	2,147	12.9%	5,098	13.5%
Age 55 - 64	678	12.6%	2,774	16.7%	4,988	13.2%
Age 65 - 74	532	9.9%	2,673	16.1%	4,379	11.6%
Age 75 - 84	302	5.6%	1,513	9.1%	2,578	6.8%
Age 85+	72	1.3%	450	2.7%	781	2.1%
2018 Population by Age	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	494	6.5%	1,010	4.7%	2,820	5.4%
Age 5 - 9	538	7.1%	1,126	5.2%	2,968	5.8%
Age 10 - 14	556	7.3%	1,219	5.6%	3,179	6.2%
Age 15 - 19	482	6.3%	1,058	4.9%	2,986	5.8%
Age 20 - 24	384	5.0%	827	3.8%	2,633	5.2%
Age 25 - 34	824	10.8%	1,671	7.7%	5,601	11.0%
Age 35 - 44	1,028	13.5%	2,217	10.2%	5,585	10.9%
Age 45 - 54	1,094	14.4%	2,612	12.1%	6,401	12.5%
Age 55 - 64	874	11.5%	3,198	14.8%	6,897	13.5%
Age 65 - 74	776	10.2%	3,760	17.4%	6,660	13.0%
Age 75 - 84	431	5.7%	2,194	10.1%	3,937	7.7%
Age 85+	142	1.9%	779	3.6%	1,384	2.7%
2023 Population by Age	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	618	6.3%	1,128	4.5%	3,240	5.4%
Age 5 - 9	665	6.8%	1,216	4.9%	3,354	5.6%
Age 10 - 14	722	7.4%	1,397	5.6%	3,628	6.1%
Age 15 - 19	648	6.6%	1,285	5.2%	3,427	5.7%
Age 20 - 24	486	5.0%	903	3.6%	2,794	4.7%
Age 25 - 34	1,147	11.8%	2,018	8.1%	6,562	11.0%
Age 35 - 44	1,244	12.7%	2,439	9.8%	6,811	11.4%
Age 45 - 54	1,307	13.4%	2,784	11.2%	6,879	11.5%
Age 55 - 64	1,164	11.9%	3,455	13.9%	7,961	13.3%
Age 65 - 74	946	9.7%	4,251	17.1%	7,895	13.2%
Age 75 - 84	611	6.3%	2,991	12.1%	5,443	9.1%
Age 85+	200	2.0%	940	3.8%	1,720	2.9%



Demographic and Income Comparison Profile

Parrish Midpoint
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Drive Time Bands: 0-5, 5-10, 10-15 minute radii

Prepared by Munilytics

Latitude: 27.57783

Longitude: -82.42574

	0 - 5 minute		5 - 10 minute		10 - 15 minute	
2018 Households by Income	Number	Percent	Number	Percent	Number	Percent
<\$15,000	187	6.7%	834	9.1%	1,669	8.5%
\$15,000 - \$24,999	189	6.8%	908	9.9%	1,620	8.3%
\$25,000 - \$34,999	205	7.4%	814	8.8%	1,718	8.8%
\$35,000 - \$49,999	373	13.4%	1,224	13.3%	2,485	12.7%
\$50,000 - \$74,999	683	24.6%	1,857	20.2%	3,759	19.2%
\$75,000 - \$99,999	460	16.6%	1,317	14.3%	2,835	14.4%
\$100,000 - \$149,999	452	16.3%	1,279	13.9%	3,014	15.4%
\$150,000 - \$199,999	97	3.5%	496	5.4%	1,379	7.0%
\$200,000+	133	4.8%	474	5.2%	1,146	5.8%
Median Household Income	\$63,296		\$58,610		\$63,063	
Average Household Income	\$81,710		\$80,819		\$85,803	
Per Capita Income	\$30,160		\$33,706		\$32,929	
2023 Households by Income	Number	Percent	Number	Percent	Number	Percent
<\$15,000	192	5.4%	745	7.1%	1,504	6.6%
\$15,000 - \$24,999	196	5.5%	811	7.8%	1,502	6.6%
\$25,000 - \$34,999	228	6.4%	781	7.5%	1,687	7.4%
\$35,000 - \$49,999	436	12.3%	1,268	12.2%	2,666	11.6%
\$50,000 - \$74,999	834	23.5%	2,104	20.2%	4,369	19.1%
\$75,000 - \$99,999	602	16.9%	1,608	15.4%	3,510	15.3%
\$100,000 - \$149,999	683	19.2%	1,714	16.4%	4,059	17.7%
\$150,000 - \$199,999	150	4.2%	673	6.5%	1,868	8.2%
\$200,000+	233	6.6%	726	7.0%	1,741	7.6%
Median Household Income	\$70,400		\$67,223		\$72,793	
Average Household Income	\$95,444		\$95,966		\$100,705	
Per Capita Income	\$35,120		\$39,622		\$38,447	



Demographic and Income Comparison Profile

Parrish Midpoint
12210 71st St E, Parrish, Florida, 34219
Drive Time Bands: 0-5, 5-10, 10-15 minute radii

Prepared by Munilytics
Latitude: 27.57783
Longitude: -82.42574

	0 - 5 minute		5 - 10 minute		10 - 15 minute	
	Number	Percent	Number	Percent	Number	Percent
2010 Race and Ethnicity						
White Alone	4,696	87.2%	15,155	91.1%	31,709	84.2%
Black Alone	348	6.5%	621	3.7%	2,349	6.2%
American Indian Alone	17	0.3%	42	0.3%	101	0.3%
Asian Alone	124	2.3%	286	1.7%	791	2.1%
Pacific Islander Alone	2	0.0%	4	0.0%	17	0.0%
Some Other Race Alone	86	1.6%	300	1.8%	2,026	5.4%
Two or More Races	113	2.1%	227	1.4%	658	1.7%
Hispanic Origin (Any Race)	478	8.9%	1,428	8.6%	5,656	15.0%
2018 Race and Ethnicity						
White Alone	6,444	84.6%	19,257	88.8%	42,065	82.4%
Black Alone	577	7.6%	980	4.5%	3,376	6.6%
American Indian Alone	26	0.3%	64	0.3%	144	0.3%
Asian Alone	217	2.8%	486	2.2%	1,389	2.7%
Pacific Islander Alone	3	0.0%	6	0.0%	25	0.0%
Some Other Race Alone	153	2.0%	469	2.2%	2,932	5.7%
Two or More Races	201	2.6%	412	1.9%	1,120	2.2%
Hispanic Origin (Any Race)	834	10.9%	2,249	10.4%	8,635	16.9%
2023 Race and Ethnicity						
White Alone	8,009	82.1%	21,608	87.1%	48,175	80.7%
Black Alone	830	8.5%	1,232	5.0%	4,122	6.9%
American Indian Alone	36	0.4%	82	0.3%	179	0.3%
Asian Alone	339	3.5%	682	2.7%	1,969	3.3%
Pacific Islander Alone	4	0.0%	9	0.0%	33	0.1%
Some Other Race Alone	241	2.5%	626	2.5%	3,710	6.2%
Two or More Races	298	3.1%	570	2.3%	1,525	2.6%
Hispanic Origin (Any Race)	1,267	13.0%	2,966	12.0%	11,081	18.6%



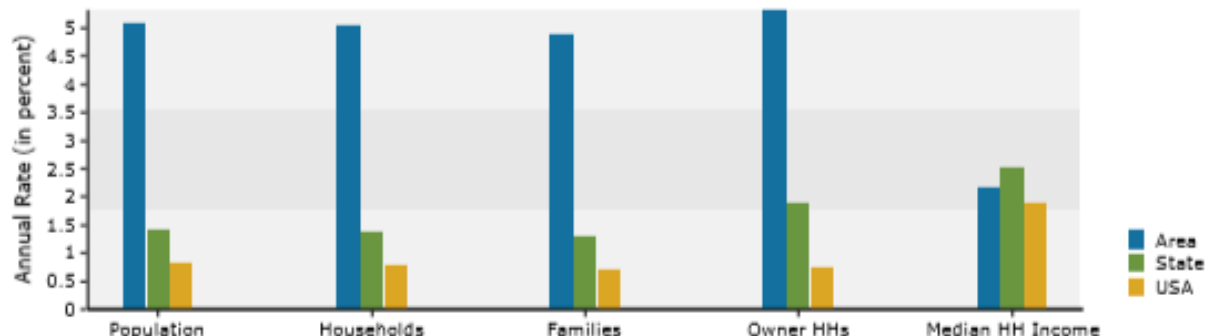
Demographic and Income Comparison Profile

Parrish Midpoint
12210 71st St E, Parrish, Florida, 34219
Drive Time Bands: 0-5, 5-10, 10-15 minute radii

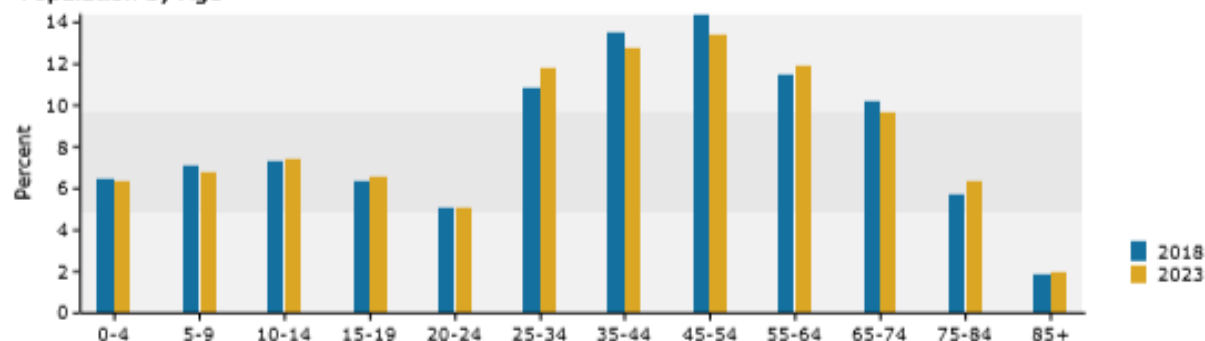
Prepared by Munilytics
Latitude: 27.57783
Longitude: -82.42574

0 - 5 minute

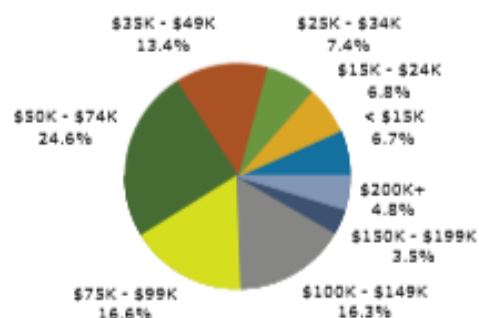
Trends 2018-2023



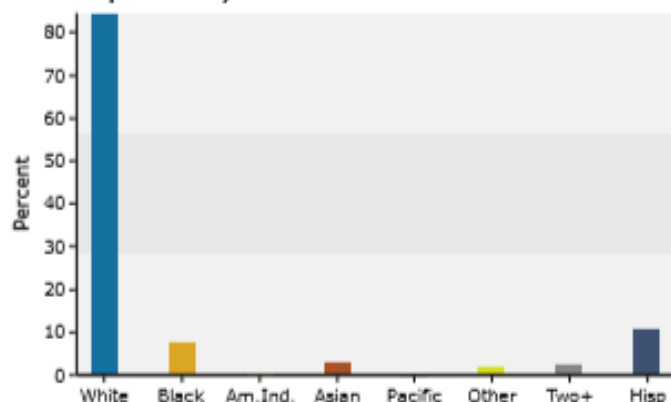
Population by Age



2018 Household Income



2018 Population by Race





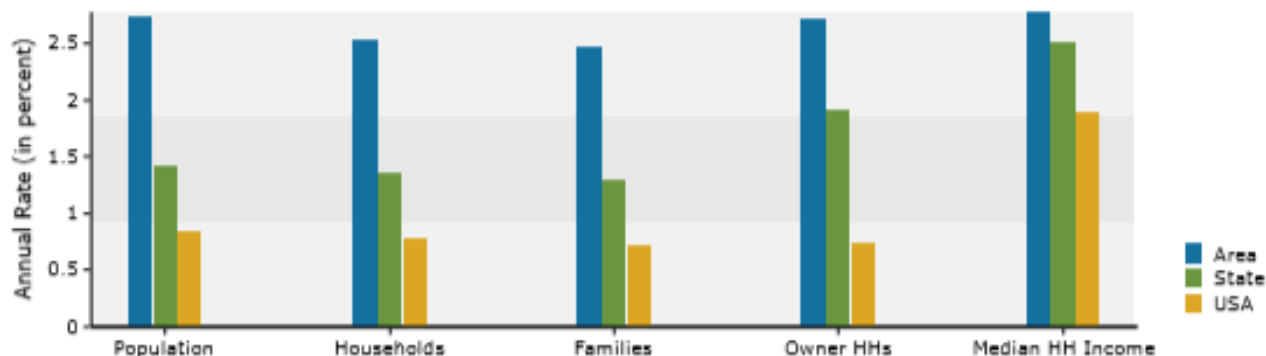
Demographic and Income Comparison Profile

Parrish Midpoint
12210 71st St E, Parrish, Florida, 34219
Drive Time Bands: 0-5, 5-10, 10-15 minute radii

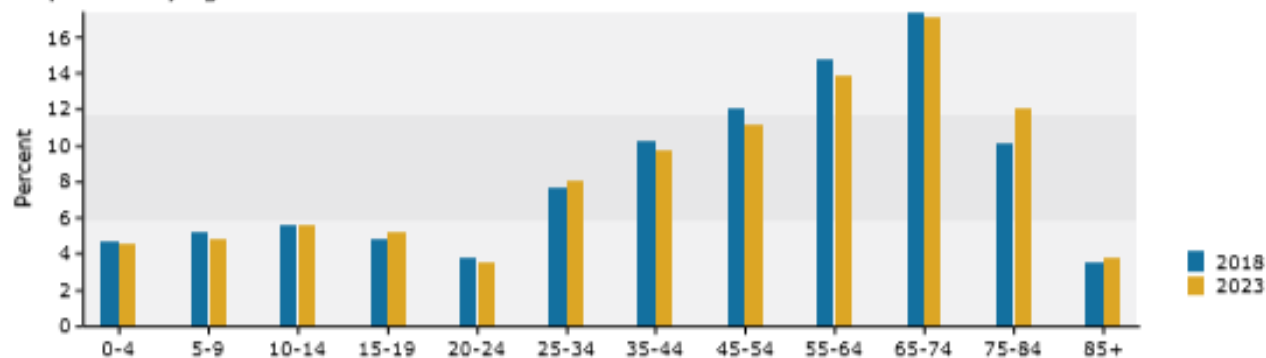
Prepared by Munilytics
Latitude: 27.57783
Longitude: -82.42574

5 - 10 minute

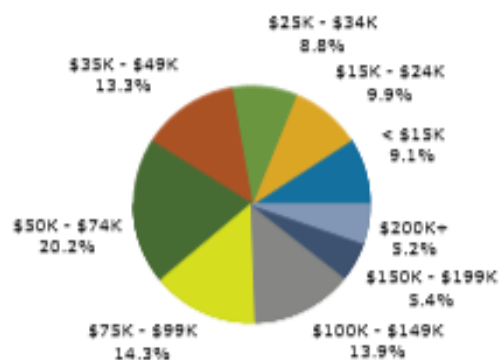
Trends 2018-2023



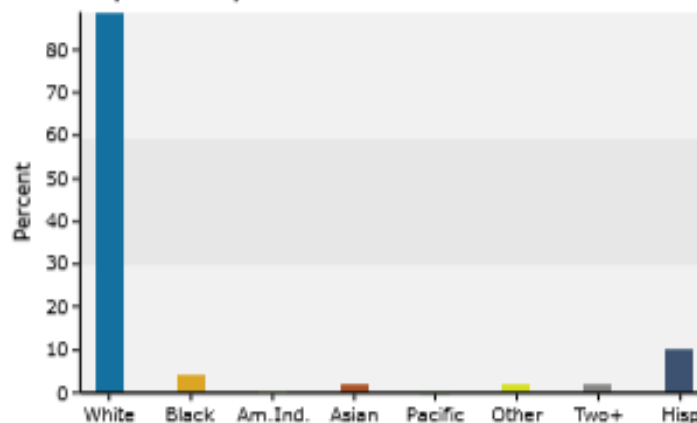
Population by Age



2018 Household Income



2018 Population by Race





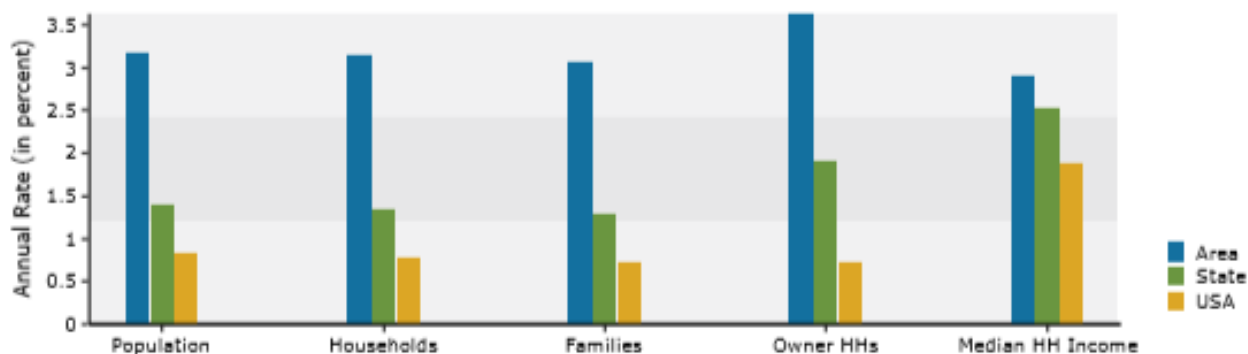
Demographic and Income Comparison Profile

Parrish Midpoint
12210 71st St E, Parrish, Florida, 34219
Drive Time Bands: 0-5, 5-10, 10-15 minute radii

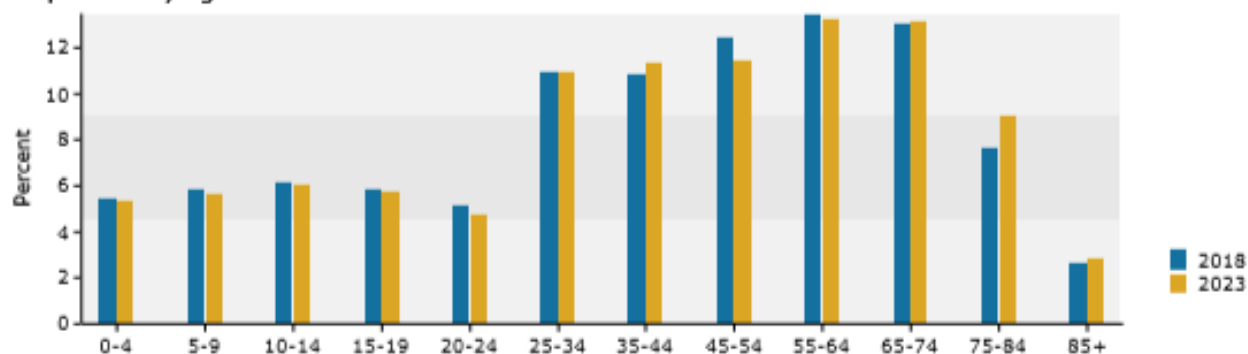
Prepared by Munilytics
Latitude: 27.57783
Longitude: -82.42574

10 - 15 minute

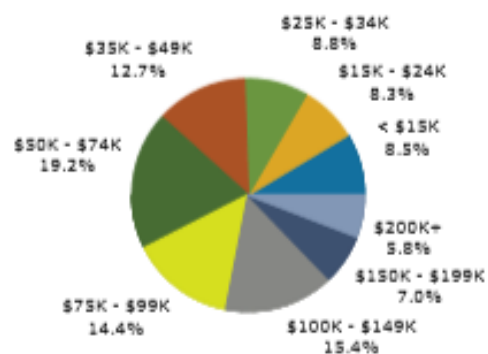
Trends 2018-2023



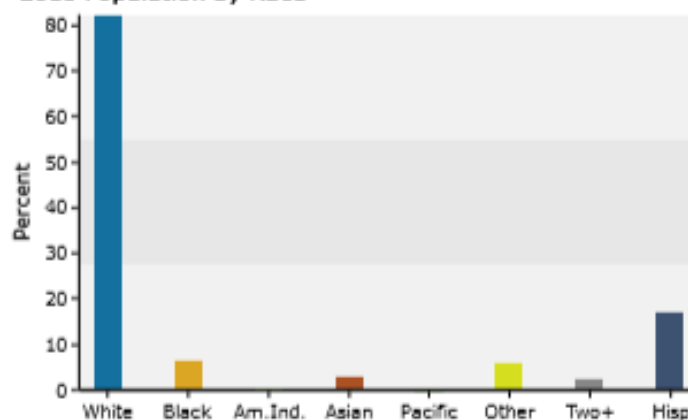
Population by Age



2018 Household Income



2018 Population by Race



APPENDIX D

Market and Trade Data

Retail MarketPlace Profile

12210 71st St E, Parrish, Florida, 34219

Latitude: 27.57783

Drive Time Band: 5 - 10 minute radius

Longitude: -82.42574

Summary Demographics

2018 Population	21,674
2018 Households	9,202
2018 Median Disposable Income	\$50,622
2018 Per Capita Income	\$33,706

2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$334,781,436	\$124,679,794	\$210,101,642	45.7	53
Total Retail Trade	44-45	\$302,879,918	\$117,511,527	\$185,368,391	44.1	38
Total Food & Drink	722	\$31,901,518	\$7,168,267	\$24,733,251	63.3	15

2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$65,673,692	\$6,645,790	\$59,027,902	81.6	5
Automobile Dealers	4411	\$52,152,702	\$728,859	\$51,423,843	97.2	1
Other Motor Vehicle Dealers	4412	\$7,798,304	\$4,395,651	\$3,402,653	27.9	2
Auto Parts, Accessories & Tire Stores	4413	\$5,722,686	\$1,521,281	\$4,201,405	58.0	2
Furniture & Home Furnishings Stores	442	\$11,188,187	\$1,993,157	\$9,195,030	69.8	1
Furniture Stores	4421	\$6,050,973	\$1,837,802	\$4,213,171	53.4	1
Home Furnishings Stores	4422	\$5,137,214	\$0	\$5,137,214	100.0	0
Electronics & Appliance Stores	443	\$8,625,916	\$585,332	\$8,040,584	87.3	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$22,202,370	\$2,957,355	\$19,245,015	76.5	3
Bldg Material & Supplies Dealers	4441	\$20,510,848	\$0	\$20,510,848	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$1,691,522	\$2,528,471	-\$836,949	-19.8	2
Food & Beverage Stores	445	\$52,439,300	\$38,952,387	\$13,486,913	14.8	7
Grocery Stores	4451	\$47,660,646	\$36,859,239	\$10,801,407	12.8	5
Specialty Food Stores	4452	\$2,181,539	\$2,093,149	\$88,390	2.1	2
Beer, Wine & Liquor Stores	4453	\$2,597,115	\$0	\$2,597,115	100.0	0
Health & Personal Care Stores	446,4461	\$20,813,323	\$41,945,343	-\$21,132,020	-33.7	5
Gasoline Stations	447,4471	\$30,731,933	\$2,476,917	\$28,255,016	85.1	2
Clothing & Clothing Accessories Stores	448	\$14,792,817	\$7,944,365	\$6,848,452	30.1	4
Clothing Stores	4481	\$9,946,177	\$5,278,251	\$4,667,926	30.7	2
Shoe Stores	4482	\$2,229,592	\$2,077,373	\$152,219	3.5	1
Jewelry, Luggage & Leather Goods Stores	4483	\$2,617,049	\$588,741	\$2,028,308	63.3	1
Sporting Goods, Hobby, Book & Music Stores	451	\$7,322,952	\$862,869	\$6,460,083	78.9	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$6,103,901	\$862,869	\$5,241,032	75.2	2
Book, Periodical & Music Stores	4512	\$1,219,051	\$0	\$1,219,051	100.0	0
General Merchandise Stores	452	\$48,740,863	\$2,560,047	\$46,180,816	90.0	1
Department Stores Excluding Leased Depts.	4521	\$34,152,379	\$0	\$34,152,379	100.0	0
Other General Merchandise Stores	4529	\$14,588,484	\$832,293	\$13,756,191	89.2	1
Miscellaneous Store Retailers	453	\$12,374,605	\$10,555,850	\$1,818,755	7.9	8
Florists	4531	\$566,515	\$87,218	\$479,297	73.3	1

Office Supplies, Stationery & Gift Stores	4532	\$2,658,998	\$140,157	\$2,518,841	90.0	1
Used Merchandise Stores	4533	\$2,640,764	\$2,979,066	-\$338,302	-6.0	2
Other Miscellaneous Store Retailers	4539	\$6,508,327	\$7,349,409	-\$841,082	-6.1	4
Nonstore Retailers	454	\$7,973,960	\$0	\$7,973,960	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$6,702,696	\$0	\$6,702,696	100.0	0
Vending Machine Operators	4542	\$127,497	\$0	\$127,497	100.0	0
Direct Selling Establishments	4543	\$1,143,766	\$0	\$1,143,766	100.0	0
Food Services & Drinking Places	722	\$31,901,518	\$7,168,267	\$24,733,251	63.3	15
Special Food Services	7223	\$526,129	\$0	\$526,129	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$2,658,180	\$0	\$2,658,180	100.0	0
Restaurants/Other Eating Places	7225	\$28,717,209	\$7,138,181	\$21,579,028	60.2	15

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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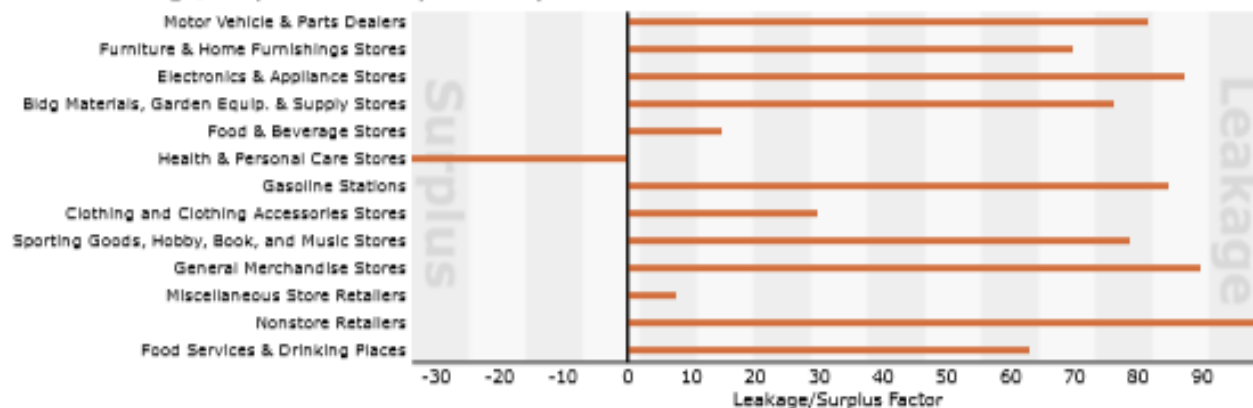


Retail MarketPlace Profile

Parrish Midpoint
12210 71st St E, Parrish, Florida, 34219
Drive Time Band: 5 - 10 minute radius

Prepared by Munilytics
Latitude: 27.57783
Longitude: -82.42574

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



2019 Parrish Village Neighborhood Action Plan -

Appendix

Retail MarketPlace Profile

12210 71st St E, Parrish, Florida, 34219

Latitude: 27.57783

Drive Time Band: 10 - 15 minute radius

Longitude: -82.42574

Summary Demographics

2018 Population	51,052
2018 Households	19,624
2018 Median Disposable Income	\$53,297
2018 Per Capita Income	\$32,929

	NAICS	Demand	Supply	Retail Gap	Leakage/Surplus of	Number
2017 Industry Summary		(Retail Potential)	(Retail Sales)		Factor	Businesses
Total Retail Trade and Food & Drink	44-45,722	\$736,147,610	\$549,785,126	\$186,362,484	14.5	292
Total Retail Trade	44-45	\$665,010,580	\$508,077,615	\$156,932,965	13.4	233
Total Food & Drink	722	\$71,137,030	\$41,707,511	\$29,429,519	26.1	59
2017 Industry Group	NAICS	Demand	Supply	Retail Gap	Leakage/Surplus of	Number
		(Retail Potential)	(Retail Sales)		Factor	Businesses
Motor Vehicle & Parts Dealers	441	\$143,304,984	\$22,325,072	\$120,979,912	73.0	18
Automobile Dealers	4411	\$113,808,412	\$5,750,188	\$108,058,224	90.4	4
Other Motor Vehicle Dealers	4412	\$16,994,550	\$12,071,272	\$4,923,278	16.9	7
Auto Parts, Accessories & Tire Stores	4413	\$12,502,022	\$4,503,613	\$7,998,409	47.0	7
Furniture & Home Furnishings Stores	442	\$24,538,790	\$14,501,472	\$10,037,318	25.7	12
Furniture Stores	4421	\$13,382,914	\$10,226,038	\$3,156,876	13.4	7
Home Furnishings Stores	4422	\$11,155,875	\$4,275,434	\$6,880,441	44.6	5
Electronics & Appliance Stores	443	\$19,109,406	\$4,992,647	\$14,116,759	58.6	5
Bldg Materials, Garden Equip. & Supply Stores	444	\$47,747,255	\$12,041,213	\$35,706,042	59.7	13
Bldg Material & Supplies Dealers	4441	\$44,083,517	\$9,644,020	\$34,439,497	64.1	10
Lawn & Garden Equip & Supply Stores	4442	\$3,663,738	\$2,397,193	\$1,266,545	20.9	4
Food & Beverage Stores	445	\$115,674,688	\$88,665,112	\$27,009,576	13.2	16
Grocery Stores	4451	\$105,059,236	\$84,917,841	\$20,141,395	10.6	10
Specialty Food Stores	4452	\$4,822,010	\$2,519,300	\$2,302,710	31.4	4
Beer, Wine & Liquor Stores	4453	\$5,793,442	\$1,227,970	\$4,565,472	65.0	2
Health & Personal Care Stores	446,4461	\$44,541,132	\$45,295,227	-\$754,095	-0.8	21
Gasoline Stations	447,4471	\$67,525,557	\$34,671,861	\$32,853,696	32.1	6

Clothing & Clothing Accessories Stores	448	\$33,352,626	\$113,010,960	-\$79,658,334	-54.4	61
Clothing Stores	4481	\$22,378,135	\$75,191,892	-\$52,813,757	-54.1	36
Shoe Stores	4482	\$5,077,058	\$28,588,314	-\$23,511,256	-69.8	15
Jewelry, Luggage & Leather Goods Stores	4483	\$5,897,433	\$9,230,754	-\$3,333,321	-22.0	10
Sporting Goods, Hobby, Book & Music Stores	451	\$16,328,119	\$8,153,499	\$8,174,620	33.4	8
Sporting Goods/Hobby/Musical Instr Stores	4511	\$13,571,396	\$8,076,801	\$5,494,595	25.4	7
Book, Periodical & Music Stores	4512	\$2,756,723	\$0	\$2,756,723	100.0	0
General Merchandise Stores	452	\$108,367,512	\$65,388,961	\$42,978,551	24.7	13
Department Stores Excluding Leased Depts.	4521	\$76,186,084	\$57,507,937	\$18,678,147	14.0	4
Other General Merchandise Stores	4529	\$32,181,427	\$7,881,024	\$24,300,403	60.7	9
Miscellaneous Store Retailers	453	\$27,185,449	\$97,451,487	-\$70,266,038	-56.4	56
Florists	4531	\$1,249,984	\$891,758	\$358,226	16.7	2
Office Supplies, Stationery & Gift Stores	4532	\$5,847,419	\$477,870	\$5,369,549	84.9	1
Used Merchandise Stores	4533	\$5,903,825	\$1,726,537	\$4,177,288	54.7	7
Other Miscellaneous Store Retailers	4539	\$14,184,221	\$94,355,323	-\$80,171,102	-73.9	46
Nonstore Retailers	454	\$17,335,063	\$1,580,105	\$15,754,958	83.3	4
Electronic Shopping & Mail-Order Houses	4541	\$14,595,748	\$491,784	\$14,103,964	93.5	1
Vending Machine Operators	4542	\$281,912	\$407,789	-\$125,877	-18.3	1
Direct Selling Establishments	4543	\$2,457,403	\$680,532	\$1,776,871	56.6	2
Food Services & Drinking Places	722	\$71,137,030	\$41,707,511	\$29,429,519	26.1	59
Special Food Services	7223	\$1,194,741	\$0	\$1,194,741	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$5,862,932	\$945,115	\$4,917,817	72.2	3
Restaurants/Other Eating Places	7225	\$64,079,357	\$40,762,395	\$23,316,962	22.2	57

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>
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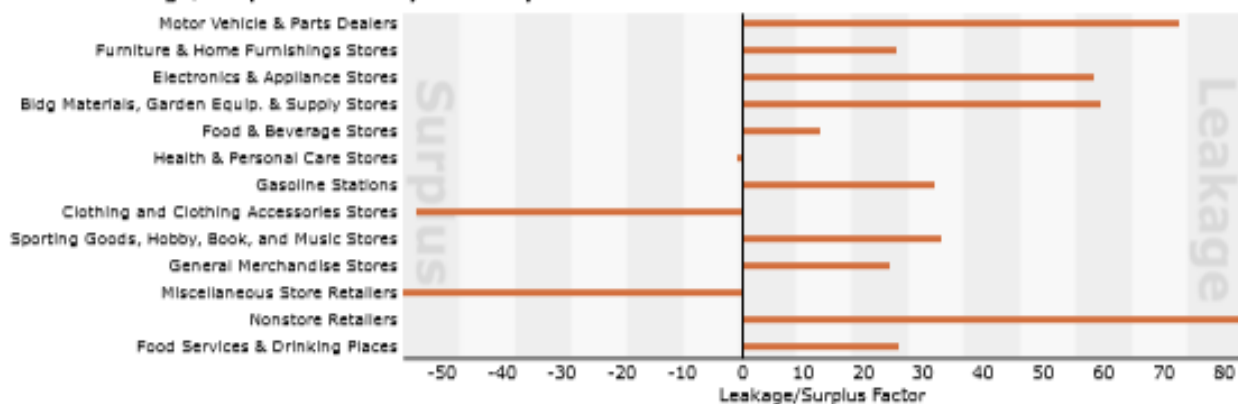


Retail MarketPlace Profile

Parrish Midpoint
12210 71st St E, Parrish, Florida, 34219
Drive Time Band: 10 - 15 minute radius

Prepared by Munilytics
Latitude: 27.57783
Longitude: -82.42574

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



Retail Market Potential

Parrish Midpoint
71st St E, Parrish, Florida, 34219

Prepared by Munilytics

Latitude:
27.57783

Drive Time Band: 10 - 15 minute radius

Longitude:
82.42574

Demographic Summary	2018	2023
Population	51,052	59,714
Population 18+	40,290	47,432
Households	19,624	22,905
Median Household Income	\$63,063	\$72,793

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	19,103	47.4%	101
Bought any women's clothing in last 12 months	17,981	44.6%	103
Bought clothing for child <13 years in last 6 months	10,011	24.8%	93
Bought any shoes in last 12 months	21,923	54.4%	102
Bought costume jewelry in last 12 months	7,756	19.3%	106
Bought any fine jewelry in last 12 months	6,674	16.6%	93
Bought a watch in last 12 months	6,243	15.5%	98

Automobiles (Households)			
HH owns/leases any vehicle	17,851	91.0%	106
HH bought/leased new vehicle last 12 mo	2,286	11.6%	120

Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	35,867	89.0%	104
Bought/changed motor oil in last 12 months	19,174	47.6%	100

Cell Phones (Adults/Households)

Bought cell phone in last 12 months	14,168	35.2%	97
Have a smartphone	32,052	79.6%	100
Have a smartphone: Android phone (any brand)	14,609	36.3%	93
Have a smartphone: Apple iPhone	16,280	40.4%	105
Number of cell phones in household: 1	5,723	29.2%	95
Number of cell phones in household: 2	8,162	41.6%	108
Number of cell phones in household: 3+	5,184	26.4%	96
HH has cell phone only (no landline telephone)	19,395	47.9%	

Computers (Households)

HH owns a computer	15,570	79.3%	107
HH owns desktop computer	8,072	41.1%	107
HH owns laptop/notebook	11,935	60.8%	108
HH owns any Apple/Mac brand computer	3,538	18.0%	102

HH owns any PC/non-Apple brand computer	13,277	67.7%	108
HH purchased most recent computer in a store	7,978	40.7%	110
HH purchased most recent computer online	2,835	14.4%	108
Spent <\$500 on most recent home computer	3,076	15.7%	103
Spent \$500-\$999 on most recent home computer	3,892	19.8%	113
Spent \$1,000-\$1,499 on most recent home computer	2,069	10.5%	111
Spent \$1,500-\$1,999 on most recent home computer	1,177	6.0%	130
Spent \$2,000+ on most recent home computer	833	4.2%	105

Retail Market Potential

Parrish Midpoint
12210 71st St E, Parrish, Florida, 34219
Drive Time Band: 10 - 15 minute radius

Prepared by Munilytics
Latitude: 27.57783
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	25,704	63.8%	102
Bought brewed coffee at convenience store in last 30 days	5,316	13.2%	98
Bought cigarettes at convenience store in last 30 days	4,164	10.3%	95
Bought gas at convenience store in last 30 days	15,836	39.3%	107
Spent at convenience store in last 30 days: <\$20	3,244	8.1%	112
Spent at convenience store in last 30 days: \$20-\$39	4,039	10.0%	105
Spent at convenience store in last 30 days: \$40-\$50	3,404	8.4%	102
Spent at convenience store in last 30 days: \$51-\$99	2,443	6.1%	109
Spent at convenience store in last 30 days: \$100+	8,833	21.9%	99
Entertainment (Adults)			
Attended a movie in last 6 months	24,195	60.1%	101
Went to live theater in last 12 months	5,134	12.7%	110
Went to a bar/night club in last 12 months	7,121	17.7%	101
Dined out in last 12 months	22,432	55.7%	109
Gambled at a casino in last 12 months	5,751	14.3%	110
Visited a theme park in last 12 months	7,125	17.7%	93
Viewed movie (video-on-demand) in last 30 days	7,851	19.5%	107
Viewed TV show (video-on-demand) in last 30 days	6,240	15.5%	111
Watched any pay-per-view TV in last 12 months	4,468	11.1%	101
Downloaded a movie over the Internet in last 30 days	3,367	8.4%	92
Downloaded any individual song in last 6 months	7,849	19.5%	96
Watched a movie online in the last 30 days	8,614	21.4%	89
Watched a TV program online in last 30 days	7,228	17.9%	100
Played a video/electronic game (console) in last 12 months	3,429	8.5%	93
Played a video/electronic game (portable) in last 12 months	1,971	4.9%	94
Financial (Adults)			
Have home mortgage (1st)	15,285	37.9%	120
Used ATM/cash machine in last 12 months	22,562	56.0%	105
Own any stock	3,888	9.7%	133
Own U.S. savings bond	2,527	6.3%	130
Own shares in mutual fund (stock)	3,692	9.2%	133

Own shares in mutual fund (bonds)	2,752	6.8%	143
Have interest checking account	14,308	35.5%	120
Have non-interest checking account	12,248	30.4%	103
Have savings account	25,397	63.0%	108
Have 401K retirement savings plan	7,122	17.7%	114
Own/used any credit/debit card in last 12 months	33,803	83.9%	105
Avg monthly credit card expenditures: <\$111	4,927	12.2%	102
Avg monthly credit card expenditures: \$111-\$225	2,944	7.3%	102
Avg monthly credit card expenditures: \$226-\$450	2,902	7.2%	107
Avg monthly credit card expenditures: \$451-\$700	2,909	7.2%	116
Avg monthly credit card expenditures: \$701-\$1,000	2,885	7.2%	123
Avg monthly credit card expenditures: \$1,001+	5,634	14.0%	128
Did banking online in last 12 months	18,077	44.9%	114
Did banking on mobile device in last 12 months	10,082	25.0%	106
Paid bills online in last 12 months	21,598	53.6%	109

Retail Market Potential

Parrish Midpoint
12210 71st St E, Parrish, Florida, 34219
Drive Time Band: 10 - 15 minute radius

Prepared by Munilytics
Latitude: 27.57783
Longitude: -82.42574

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	14,037	71.5%	104
Used bread in last 6 months	18,417	93.8%	100
Used chicken (fresh or frozen) in last 6 months	13,666	69.6%	101
Used turkey (fresh or frozen) in last 6 months	3,314	16.9%	110
Used fish/seafood (fresh or frozen) in last 6 months	11,271	57.4%	105
Used fresh fruit/vegetables in last 6 months	17,366	88.5%	102
Used fresh milk in last 6 months	17,003	86.6%	101
Used organic food in last 6 months	4,766	24.3%	103
Health (Adults)			
Exercise at home 2+ times per week	12,583	31.2%	112
Exercise at club 2+ times per week	6,423	15.9%	111
Visited a doctor in last 12 months	32,345	80.3%	104
Used vitamin/dietary supplement in last 6 months	23,593	58.6%	108
Home (Households)			
Any home improvement in last 12 months	6,435	32.8%	118
Used housekeeper/maid/professional HH cleaning service in last 12	3,279	16.7%	120
Purchased low ticket HH furnishings in last 12 months	3,530	18.0%	107
Purchased big ticket HH furnishings in last 12 months	4,417	22.5%	103
Bought any small kitchen appliance in last 12 months	4,463	22.7%	101
Bought any large kitchen appliance in last 12 months	2,996	15.3%	108
Insurance (Adults/Households)			
Currently carry life insurance	18,952	47.0%	106
Carry medical/hospital/accident insurance	31,397	77.9%	104
Carry homeowner insurance	22,446	55.7%	118
Carry renter's insurance	3,084	7.7%	89
Have auto insurance: 1 vehicle in household covered	5,895	30.0%	98
Have auto insurance: 2 vehicles in household covered	6,388	32.6%	113
Have auto insurance: 3+ vehicles in household covered	4,910	25.0%	110
Pets (Households)			
Household owns any pet	11,266	57.4%	105
Household owns any cat	4,707	24.0%	104
Household owns any dog	8,857	45.1%	108
Psychographics (Adults)			
Buying American is important to me	17,580	43.6%	108

Usually buy items on credit rather than wait	5,323	13.2%	101
Usually buy based on quality - not price	7,518	18.7%	97
Price is usually more important than brand name	11,046	27.4%	98
Usually use coupons for brands I buy often	7,667	19.0%	106
Am interested in how to help the environment	7,086	17.6%	96
Usually pay more for environ safe product	5,590	13.9%	97
Usually value green products over convenience	4,423	11.0%	97
Likely to buy a brand that supports a charity	14,417	35.8%	103
Reading (Adults)			
Bought digital book in last 12 months	6,238	15.5%	116
Bought hardcover book in last 12 months	8,752	21.7%	109
Bought paperback book in last 12 month	12,405	30.8%	106
Read any daily newspaper (paper version)	8,785	21.8%	106
Read any digital newspaper in last 30 days	14,973	37.2%	99
Read any magazine (paper/electronic version) in last 6 months	36,421	90.4%	100

Residential Market Potential

Parrish Midpoint
12210 71st St E, Parrish, Florida, 34219
Drive Time Band: 10 - 15 minute radius

Prepared by Munilytics
Latitude: 27.57783
Longitude: -82.42574

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	31,793	78.9%	105
Went to family restaurant/steak house: 4+ times a month	12,558	31.2%	116
Went to fast food/drive-in restaurant in last 6 months	36,372	90.3%	100
Went to fast food/drive-in restaurant 9+ times/mo	15,266	37.9%	96
Fast food/drive-in last 6 months: eat in	15,356	38.1%	104
Fast food/drive-in last 6 months: home delivery	2,870	7.1%	85
Fast food/drive-in last 6 months: take-out/drive-thru	19,212	47.7%	101
Fast food/drive-in last 6 months: take-out/walk-in	7,860	19.5%	93
Television & Electronics (Adults/Households)			
Own any tablet	19,865	49.3%	108
Own any e-reader	3,669	9.1%	123
Own e-reader/tablet: iPad	12,321	30.6%	115
HH has Internet connectable TV	5,446	27.8%	107
Own any portable MP3 player	9,400	23.3%	108
HH owns 1 TV	3,949	20.1%	96
HH owns 2 TVs	5,251	26.8%	99
HH owns 3 TVs	4,507	23.0%	109
HH owns 4+ TVs	3,688	18.8%	106
HH subscribes to cable TV	9,425	48.0%	108
HH subscribes to fiber optic	1,566	8.0%	100
HH owns portable GPS navigation device	5,795	29.5%	119
HH purchased video game system in last 12 mos	1,510	7.7%	90
HH owns any Internet video device for TV	4,167	21.2%	104
Travel (Adults)			
Domestic travel in last 12 months	23,406	58.1%	112
Took 3+ domestic non-business trips in last 12 months	5,714	14.2%	119
Spent on domestic vacations in last 12 months: <\$1,000	4,632	11.5%	106
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,822	7.0%	117
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,913	4.7%	121
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,099	5.2%	136

Spent on domestic vacations in last 12 months: \$3,000+	3,315	8.2%	131
Domestic travel in the 12 months: used general travel website	3,401	8.4%	122
Foreign travel in last 3 years	11,423	28.4%	107
Took 3+ foreign trips by plane in last 3 years	2,129	5.3%	110
Spent on foreign vacations in last 12 months: <\$1,000	2,058	5.1%	109
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,563	3.9%	103
Spent on foreign vacations in last 12 months: \$3,000+	2,890	7.2%	121
Foreign travel in last 3 years: used general travel website	2,747	6.8%	113
Nights spent in hotel/motel in last 12 months: any	19,335	48.0%	110
Took cruise of more than one day in last 3 years	3,911	9.7%	113
Member of any frequent flyer program	8,622	21.4%	123
Member of any hotel rewards program	8,398	20.8%	124